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UNIVERSITY OF MICHIGAN

The American

P E R F U M E R

C O S M E T I C S · T O I L E T P R E P A R A T I O N S

## WIRZ WAX-LINED TUBES

*... Combat Corrosion and Seepage*

If you are having trouble with corrosion and seepage, don't overlook the high corrosion resistance of Wirz Wax-Lined Tubes. While they are not a cure-all, their advantages are so great they are well worth a test, especially where milk of magnesia is an ingredient. Since our first announcement that we were equipped to supply Wirz Wax-Lined Tubes, many manufacturers have made tests and are now specifying Wirz Wax-Lined Tubes to protect product, package and good will.

*Send for samples and test Wirz Wax-Lined Tubes yourself... our Research Department will gladly cooperate with you.*

**A. H. WIRZ, Inc.**  
Established 1836  
**CHESTER, PA.**

COLLAPSIBLE METAL TUBES  
LACQUER LININGS  
PROTECTIVE WAX COATINGS

METAL SPRINKLER TOPS  
HOUSEHOLD CAN SPOUTS  
AND APPLICATOR PIPES

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HAVANA, CUBA  
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# VIDAL-CHARVET SPECIALTIES

**S**pecialties by Vidal-Charvet always secure praise from judicious manufacturers who indulge their choice perfumes and cosmetics with V-C excellence . . . from grateful dealers who vend preparations containing the hidden richness of V-C specialties . . . and most important, from Mr., Mrs., and Miss consumer who establish product habit, so often merely upon the presence or absence of entrancing odors.

*Enrich your better cosmetics and perfumes with Vidal-Charvet specialties*

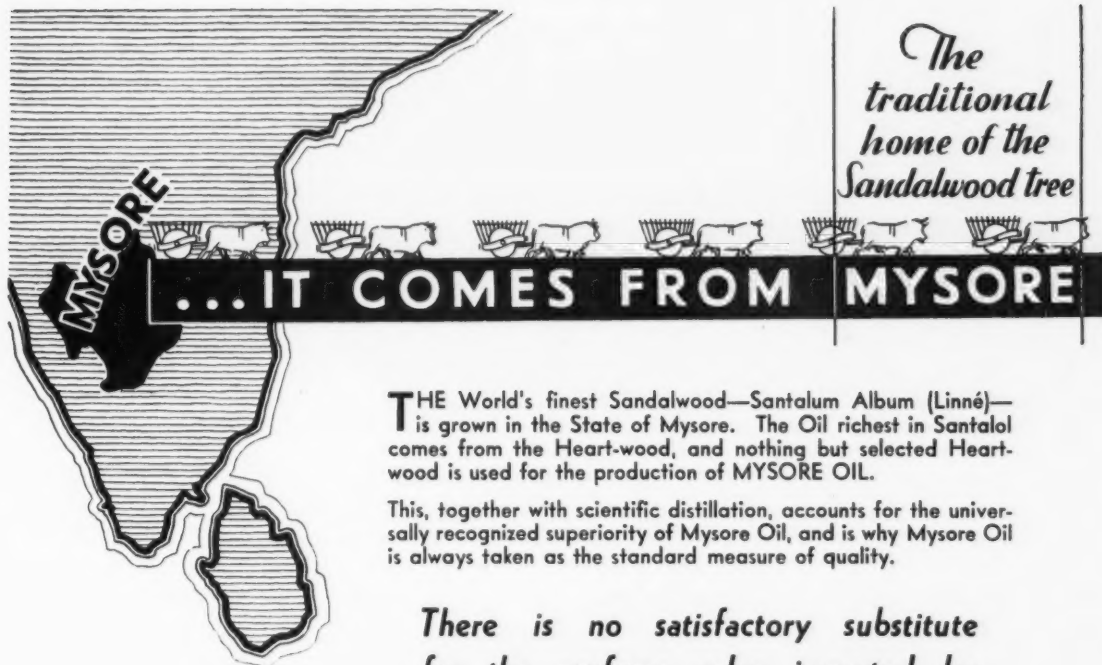
Samples, catalog and full information on request.



## UNGERER & CO.

13-15 West 20th Street

New York, N. Y.



THE World's finest Sandalwood—*Santalum Album* (Linné)—is grown in the State of Mysore. The Oil richest in Santalol comes from the Heart-wood, and nothing but selected Heart-wood is used for the production of MYSORE OIL.

This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

*There is no satisfactory substitute  
for the perfume value imparted by  
Genuine Mysore Sandalwood Oil.*



Sole Agents for  
the United States  
W. J. BUSH & CO., Inc.,  
New York

Sole Agents  
for Canada  
W. J. BUSH & CO.  
(Canada) Ltd.,  
Montreal, Canada

Most perfumers and soap manufacturers prefer to use natural products; due to uncontrolled supplies, prices often advance to such a point that they have to limit the use of natural products and use cheaper synthetic materials with varying success.

This situation will not develop in the case of genuine Mysore Sandalwood Oil. The Forest Department controls the cutting of trees in such an intelligent and farseeing manner that large or potentially large users of genuine Mysore Sandalwood Oil are assured adequate supplies at reasonable prices at all times.

Distilled at our Linden, N. J., plant and offered only in original sealed and numbered containers.

*"The Oldest Essence Distillers"*

**W. J. BUSH & CO.**

INCORPORATED

**Essential Oils . . Aromatic Chemicals . . Natural Floral Products**

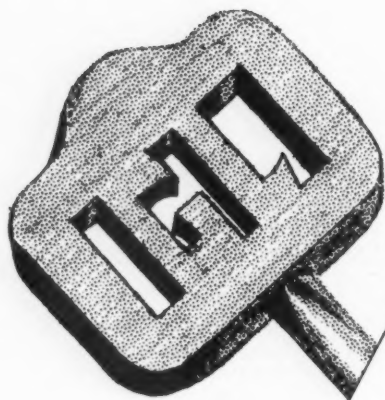
NEW YORK, N. Y.

London

Mitcham

Messina

Grasse



**"Key" for Blending**

The letters, reading vertically, and placed to the left of the various odors, listed throughout this price list, designate their use as Blenders, in accordance with the "KEY" below.

The use of those odors, not lettered, may be determined from their name and description. Every odor in this booklet has been created for use either by itself or as a blender.

Aldehyde Type of odors	A
Carnation or Spicy Bouquets	C
Floral Bouquets	B
Fougere Bouquets	F
Gardenia Bouquets	G
Jasmin Bouquets	I
Lavender Bouquets	L
Lilac Bouquets	X
Muguet Types	M
Neroli Types	N
Oriental Orange Blossom Types	O
Oriental, Ambreine Types	W
Sweet Pea Variations	S
Tuberose Floral	T
Violet, Mimosa, Mignonette	V

Jasmin or Rose may be used to round out most any odor you might be working on.

We call particular attention to our BASES listed on pages two and three.

Compounding with Compounds is not only practical and profitable, but is a most interesting method of creating new odors. Amazingly unusual results can be obtained. A trial will convince you.

WRITE US! WE WILL CHEERFULLY ASSIST.

— 12 —

if

you have not  
received your copy  
of our new Price List

Send  
for it at once

Page 12  
from our new  
30 page  
Price List

## The "Key"

To successful blending of successful odors—  
A thirty page listing of "Blended Perfume Oils,  
Specialties and Bases"—It's different!

**GEORGE LUEDERS & CO.** 427 Washington St.  
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Factory, Brooklyn, N. Y.  
SAN FRANCISCO  
56 MAIN ST.

MONTREAL-CANADA  
361 PLACE ROYALE

Agents: in both North and South America

Published monthly by Robbins Perfumer Company, Inc. Publication office, Chestnut & 56th Sts., Philadelphia, Pa. Editorial and Executive offices, 9 East 38th St., New York, N. Y. Subscription price \$3.00 a year U. S. A. and Canada; Foreign \$4.00. Volume 38, No. 4. Entered as second class matter at the Post Office at Philadelphia, Pa., under act of March 3, 1879.



# INFORMAL CATALOG PAGES

No. 6 of a series showing the variety of Carr-Lowrey stock bottles suitable for drug, cosmetic and similar products.

STYLE 356—Available in seven sizes

DESIGN PATENT 92,413

Capacity

Finish

<u>½ oz.</u>	<u>425-13 mm.</u>
<u>1 oz.</u>	<u>400-18 mm.</u>
<u>2 oz.</u>	<u>400-20 mm.</u>
<u>3 oz.</u>	<u>400-22 mm.</u>
<u>4 oz.</u>	<u>400-22 mm.</u>
<u>8 oz.</u>	<u>400-28 mm.</u>
<u>16 oz.</u>	<u>400-30 mm.</u>

Sizes illustrated are underlined.

STYLE 290 2 oz.\* 400-43 mm.

STYLE 387 3 oz.\* 400-53 mm.

STYLE S-228 1 oz.\* 425-15 mm.

STYLE W-80 1 oz.\* 425-15 mm.

STYLE 986 2 oz.\* 400-38 mm.

STYLE 373 9 dr.\* 400-33 mm.

STYLE 394 3½ oz.\* 400-28 mm.

STYLE 307 4¼ oz.\* 400-30 mm.

\* Not regularly carried in stock. Ask us for quotations.

## CARR-LOWREY Glass Co.

FACTORY AND MAIN OFFICE: BALTIMORE, MARYLAND

NEW YORK OFFICE: 500 Fifth Avenue, Phone: Chickering 4-0592

CHICAGO OFFICE: 1802 Merchandise Mart, Phone: Whitehall 4326



STYLE 356



290

387

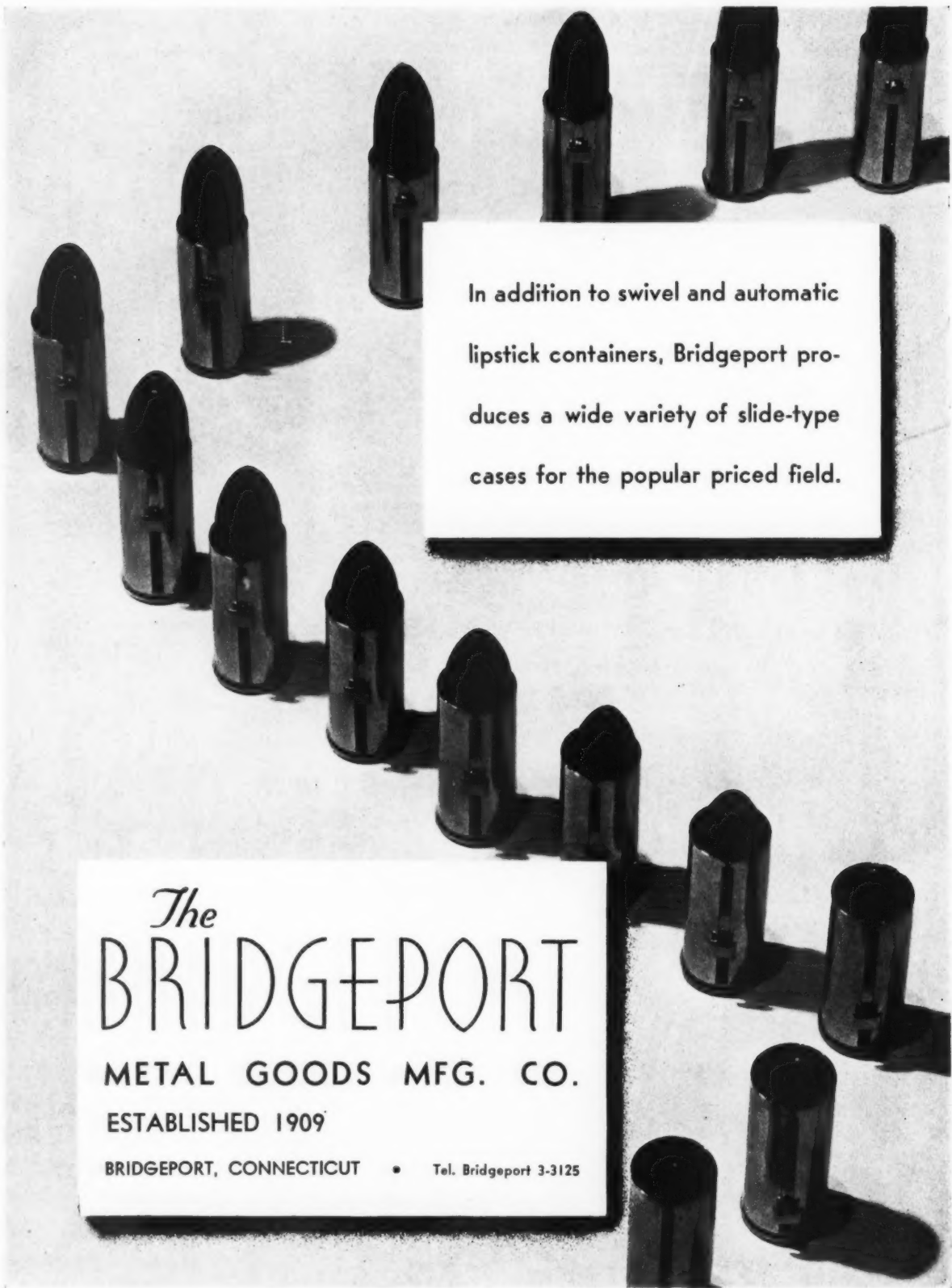


S-228

W-80



This series of informal catalog pages is being published to facilitate your selection of the right stock bottle for your particular need. We suggest you file this page for future reference. • New sizes are constantly being added to our line. If you want a size not listed for any style illustrated, ask us for quotations on your requirements.



In addition to swivel and automatic  
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**POWDERS and PERFUMES**



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Successful products in modern markets  
must be in tune with the tempo of today.

A new up-to-date perfume will help  
to modernize your products. May we  
offer suggestions.

VAN AMERINGEN-HAEBLER, INC.  
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**OUTSELLS**  
ALL OTHER BRANDS COMBINED

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**Exchange**  
BRAND

**OIL OF LEMON**  
**U.S.P.**

*Sold to the American Market Exclusively by*

**FRITZSCHE BROTHERS, INC.**  
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**DODGE & OLCOTT COMPANY**  
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*Distributors for*

**CALIFORNIA FRUIT GROWERS EXCHANGE**  
PRODUCTS DEPARTMENT, ONTARIO, CALIFORNIA

PRODUCING PLANT: EXCHANGE LEMON PRODUCTS CO., CORONA, CALIFORNIA

## FROM FLOWER FIELDS TO CONSUMER

It is a matter of direct concern to every user of perfume materials that an American supply firm *owns* and *operates* its own distilling and extraction plant in one of Europe's most abundant flower producing regions. It concerns and *benefits* them by reason of the quality, satisfaction and practical economies thus assured. To appreciate these benefits fully, it is necessary to distinguish between the supplier who acts merely as selling agent for a foreign line and the supplier who supervises and controls production, through his own organization, from point of origin direct to consumer. For the latter, quality of product and customer-satisfaction become matters of personal obligation and trust, and in their fulfillment, he alone is responsible. Also, in marketing direct, he relieves the buyer of one cost factor which contributes nothing whatever to quality—and that is the broker's or middleman's profit.

Our Seillans factory is the one American-owned plant specializing in floral extraction and distillation on French soil. For the reasons cited above, we commend to you its produce of dependable, moderately priced perfume oils and absolutes. Comparison will prove their worth!

FRITZSCHE BROTHERS, Inc.



# LILY

LITTLE wonder that the ancients of mythology revered the lily as something sacred . . . . Little wonder that, even today, its fragile beauty and sweet, elusive fragrance cast an inexplicable spell — seductive, irresistible, compelling. Truly, lily's appeal is as timeless as the ages . . . . and as timely as today!





# ITS APPEAL IS TIMELY ... and TEMPTING!

THAT is the appeal of lily's delicate, honey-scented fragrance . . . THAT is the appeal offered you in the several lily variations listed below. We recommend *odeur de lis* as a timely and most appropriate fragrance for the coming season.

**LYLIUM**—This is an outstanding version of lily of the valley, originated by us some years ago. It has been a persistent favorite with manufacturers requiring a modern muguet base for general application — in extracts, creams, powders, lotions, etc., or in combination with other floral perfumes, bouquets and even oriental blends. **LYLIUM** is available in three grades — A, B and C — all basically the same but progressively lower in price, a differential determined chiefly by the variation of natural backing used in each.

**FRITZBRO SYNTHETIC FLOWER OIL MAY BLOSSOM**  
—A very successful and highly popular simulation of the fragrance and subtlety of this fragile flower. Its perfume is deep and persistent, yet appealingly delicate. It may be used alone as a perfume for creams, lotions and other cosmetics, or with simple blending as a muguet base for finished perfumes.

**LILY No. 11**—This is a beautifully finished lily of the valley type intended for general application. It imparts a smooth, well rounded effect — a lily note worthy of the finest product.

**LILY No. 12**—We recommend this perfume oil to the manufacturer faced with the problem of producing a really good quality of product at moderate cost. **LILY No. 12** is ideal for that purpose. It develops a fine, lasting, lily character especially suited to creams, lotions and powders.

**LILY No. 13**—A moderately priced water lily type for use in creams and lotions. Its fragrance is exceedingly pleasant and delightfully different.

SAMPLES OF ANY OF THE ABOVE AVAILABLE UPON REQUEST



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# OIL NEROLI, BIGARADE PETALE

## *Extra Fine, Seillans*



THE unique quality possessed by genuine Oil of Neroli and not by the artificial is that of diffusion. This property is what makes it so valued a component of high grade compositions. Our own product, OIL NEROLI, BIGARADE PETALE, EXTRA FINE, SEILLANS, embodies this essential quality to an unusual degree. This fact, in conjunction with its present favorable cost and approaching season's harvest, should prompt quantity purchasers to make provision for their future requirements NOW. All orders filled now will be stored by us under ideal conditions until needed. We solicit your inquiries.



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# TO TAN



# OR NOT TO TAN

That will be the question for millions who soon will be flocking to beaches or engaging in various summer-time activities.

Effective "sun-screen" filters, to be incorporated into "sun-tan" preparations, are available for use in oils and creams, as well as in aqueous and alcoholic solutions.

We can also suggest preparations for the complete blocking out of the sun's rays to prevent both burning and tanning, and supply chemicals for use in preparations for the relief of sunburn.

Use these dependable Merck Chemicals of uniformly high quality in the manufacture of your summer-time preparations:

*For sunburn  
preventive  
preparations:*

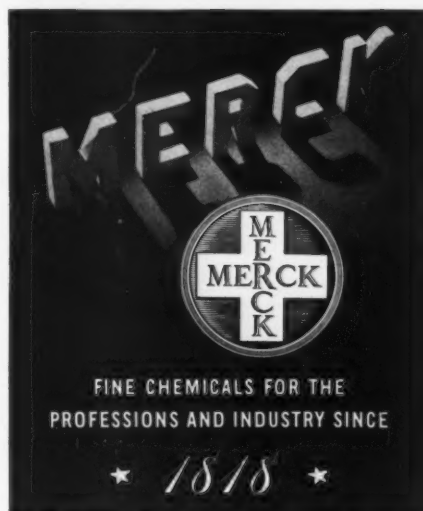
Quinine Alkaloid  
Quinine Bisulfate  
Acid Oleic  
Benzyl Salicylate  
Menthyl Salicylate  
Chlorobutanol  
Lanum (Lanolin)

*For preparations  
to relieve  
sunburn:*

Benzocaine  
Calamine  
Chlorobutanol-  
Anhydrous  
Lanum Anhydrous  
Zinc Sulfocarbolate  
Glycerin

*For preparations  
to produce  
sun-tan effects:*

Bismuth Oxychloride  
Calcium Carbonate  
Kaolin Colloidal  
Iron Oxide-  
Brown Precip.  
Talc  
Zinc Oxide  
Zinc Stearate



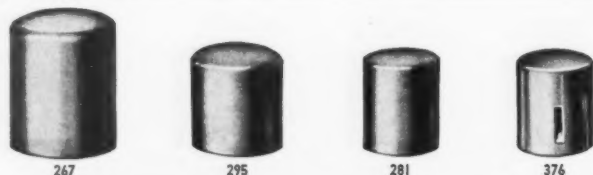
Merck & Co. Inc. has been a pioneer in the promotion of "sun-screen" filters. We will gladly assist you with any problems you may encounter in the manufacture of summer-time preparations.

**MERCK & CO. Inc.** *Manufacturing Chemists* **RAHWAY, N. J.**

New York • Philadelphia • St. Louis • In Canada: Merck & Co. Ltd., Montreal and Toronto

April, 1939

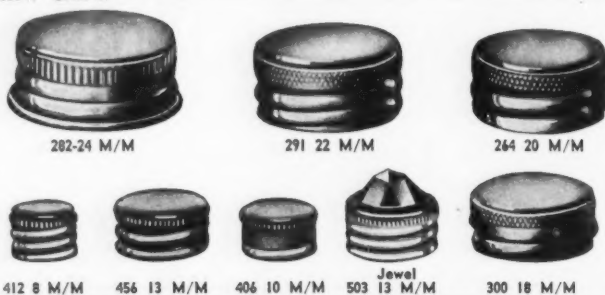
### SLIP CAPS



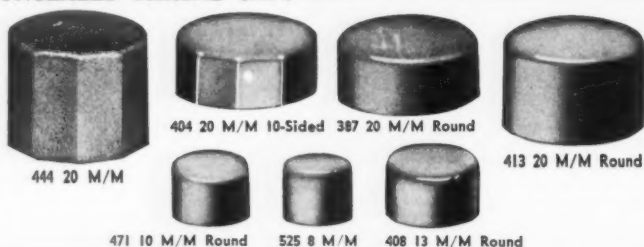
### TALCUM CAPS—Plain & Knurled



### SCREW CAPS



### CONCEALED THREAD CAPS



### MISCELLANEOUS



## Improve

THE APPEARANCE OF YOUR PACK-AGE with an attractive serviceable stock or specially designed



For perfumes, talcum and tooth powder, bath salts, lotions, etc.

Furnished in a variety of designs in fancy metal—plain brass—aluminum—brass nickel plated—nickel silver—stainless steel . . . Enameled caps, all colors.

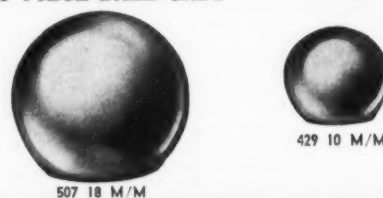
Our "Negative Finish" resists acids, alkalies and alcohol.

*Samples and prices on request.*

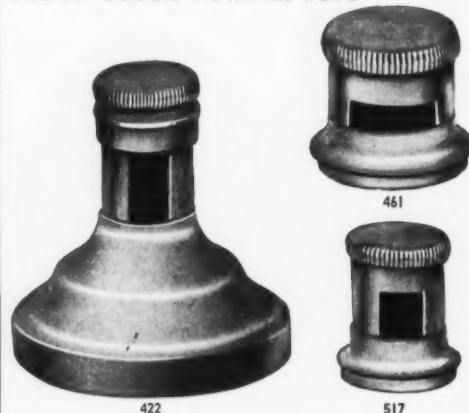
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### PULL-UP TOOTH POWDER TOPS



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The **PILLAR** of MODERN COMPOSITIONS

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of the most complete and most delicious.

Ideal for Creams, Perfumes  
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trial ounce \$.75

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**• FLORASYNTH LABORATORIES •**



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● **FACTORY INSPECTION**—The new Federal Food, Drug and Cosmetic Act gives FDA officials the right to inspect any and all manufacturing plants.

APLI *welcomes* such inspection, not only by the government, but by any other interested parties. The high standards of cleanliness and efficiency maintained in the modern, up-to-date APLI plant have made many visitors say: "This is *truly* a model for the industry!"

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● **PURITY AND HARMLESSNESS**—Over a period of years APLI has established contacts with dependable sources of supply. As a further safeguard, all materials used by APLI are carefully checked by our control laboratory—and continually re-checked during every step of processing. The purity and harmlessness of APLI-made products are *guaranteed*.

● **LABEL CLAIMS**—All APLI formulae are designed to come safely within the standards of the new legislation, and ingredients can be listed on labels, where this is required. APLI clients are fully prepared to meet the provisions of the new formulae restrictions—as well as to take advantage of all allowable exemptions.

● **DEPENDABLE DELIVERY**—The automatic machinery and flexible set-up of the APLI plant assure prompt delivery and protection from costly delays. APLI delivers *on time*.

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*You are cordially invited to send for samples of APLI products for comparative tests on all points*

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LIPSTICKS APLI • ROUGE SUPREME • FACE POWDER APLI  
MASCARA APLI • EYE SHADOW APLI

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FELTON'S

# JASMIN SUPREME

In the latest International perfume contest, Jasmin Supreme received the acclaim of all the judges and was unanimously awarded first prize for its marvelous expression of the fragrance of the living flower.

Discriminating perfumers will quickly recognize the exceptional merits of this superlative new Felton creation.

*The basic note in Jasmin Supreme is Felton's new specialty*

**JASRICH**

*Jasmin Supreme and its various modifications can be compounded economically by using Jasrich as a basic material.*

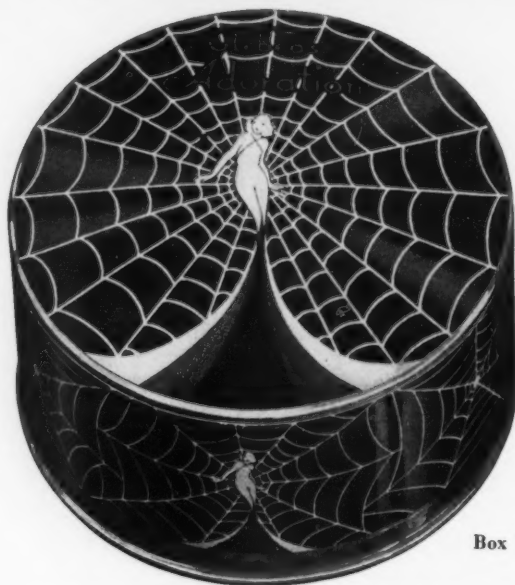
Write for samples and quotations



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603 Johnson Ave., Brooklyn, N. Y.

MANUFACTURERS OF AROMATIC CHEMICALS, NATURAL DERIVATIVES, PERFUME OILS, ARTIFICIAL FLOWER AND FLAVOR OILS  
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Deliver full value for your money. They have a fine finish and sturdiness that appeal to both dealers and consumers. We invite you to send us specifications for your next powder, perfume, or toilet preparations box—so we may submit suitable samples.

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COLLAPSIBLE  
TUBES  
METAL CAR SPOUTS



WHITE METAL  
MANUFACTURING  
— COMPANY —

OFFICE & FACTORY

HOBOKEN, N.J.

REG. U.S. PAT. OFF

# Originality in Odors

*may be achieved by making your own combinations from basic notes created by*

## **“D & O”**

Chalarome.....a dry, woody odor  
Chirona.....an “Opoponax” base  
Carnation Red.....the necessary spicy note  
Cerulean.....for “lift” and depth  
Elanthus.....a Lilac-Jasmin bouquet  
Kaprifol.....floral tone, sweet and lifting  
Rosat.....all purpose rose, very fragrant

*We are the American  
representatives of*

## **Mero & Boyveau**

Grasse, France

NATURAL FLOWER PRODUCTS

PERFUME SPECIALTIES

FIXODORS

*We are completely equipped to take care of all  
your perfume requirements.*

## **DODGE & OLCOTT COMPANY**

**180 VARICK STREET, NEW YORK, N. Y.**

*Plant and laboratories—Bayonne, N. J.*

BOSTON

CHICAGO

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ST. LOUIS

LOS ANGELES





Fidélité Sadag, Bellegarde  
Printed in France

MÉRO ET BOYVEAU

BÉNARD ET HONNORAT, Successeurs

GRASSE — FRANCE

**DISCRIMINATING  
BUYERS**

**rely  
on**

**SANDERSON'S  
MESSINA  
CITRUS OILS**



In addition to the regular Sanderson brand OIL BERGAMOT, we offer

**"MELITO"**

a special quality, from selected fruit, preferred for fine perfumes and colognes.

*We are now well placed to supply your needs not only for Bergamot but also for our well known fine quality*

**LEMON      ORANGE      MANDARIN**

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DODGE & OLCOTT COMPANY, sole American and Canadian Distributors.

**DODGE & OLCOTT COMPANY**

**180 VARICK STREET, NEW YORK, N. Y.**

*Plant and laboratories—Bayonne, N. J.*

BOSTON

CHICAGO

PHILADELPHIA

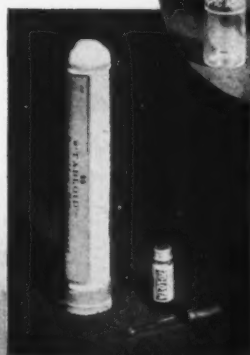
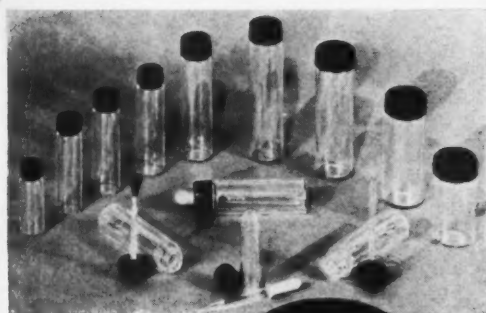
ST. LOUIS

LOS ANGELES

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Today, "eye-appeal means buy appeal" is truer than ever. Packaged or sampled in a KIMBLE GLASS VIAL, your product never need be hidden from the public eye. On dealers' shelves and counters, from coast to coast, these "high visibility" glass vials display your merchandise with individuality and style. The most discriminating shoppers are attracted by the colorful closures and labelling effects made possible by these handy, pocket-size Kimble Glass containers.

If your product is a cosmetic, perfume, chemical, powder, salt, capsule, oil, food product, or dye—if you want it to travel air-tight, moisture-proof and fresh, and for lower "fare"—then consult Kimble FIRST on the best possible GLASS container to do the job successfully!



• • • *The Visible Guarantee of Invisible Quality* • • •  
**KIMBLE GLASS COMPANY . . . . VINELAND, N. J.**

# Sales Winners on the Shelf

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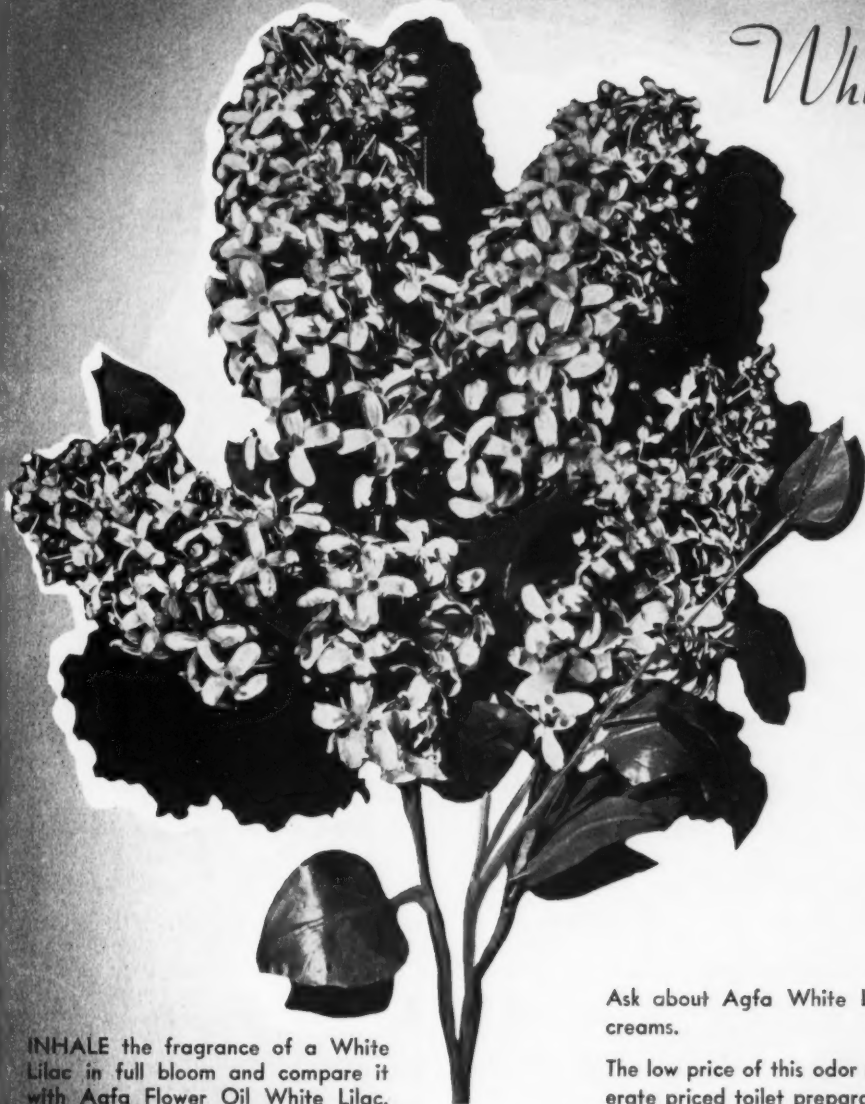
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*The American Perfumer*



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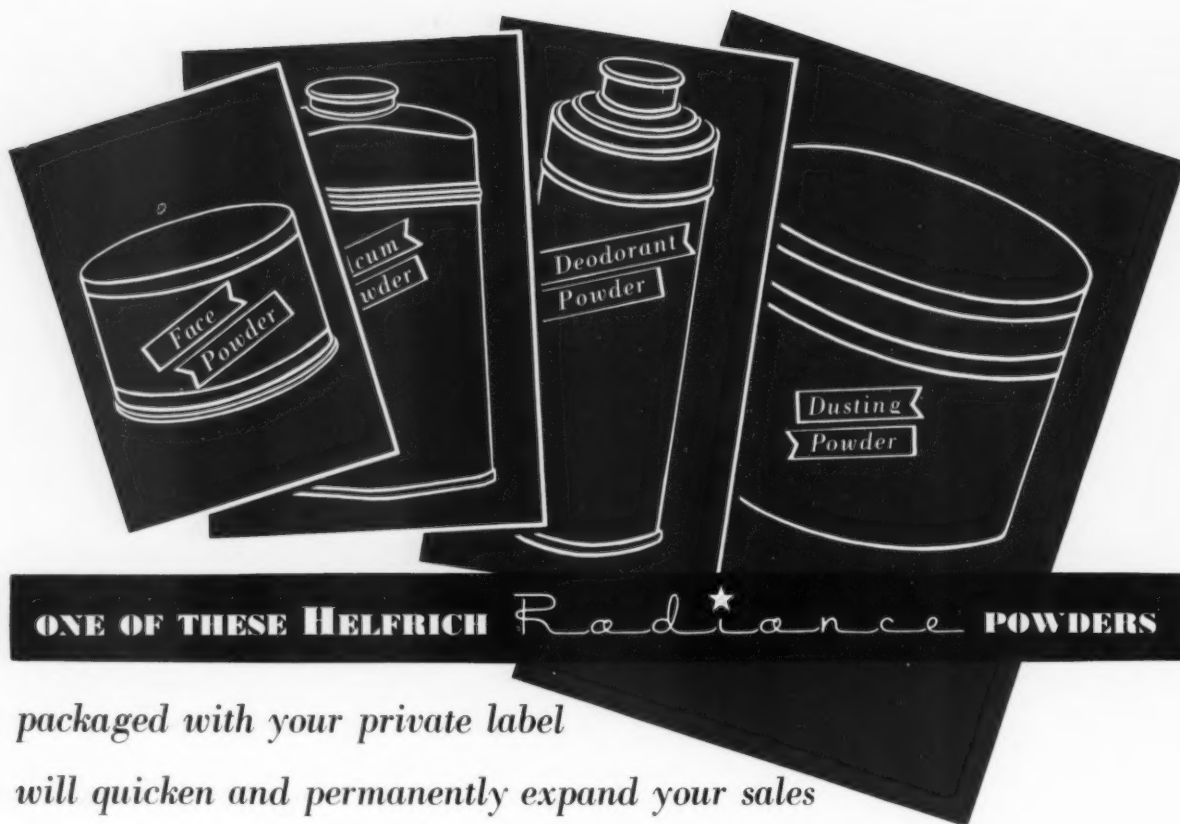
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# The American P E R F U M E R

COSMETICS · TOILET PREPARATIONS

WILLIAM LAMBERT  
Editor

MAISON G. DE NAVARRE, Ph.C., B.S.  
Technical Editor

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## CURRENT COMMENT

### COSMETIC LABELING

The Toilet Goods Assn. in bulletin 133 gives latest interpretations of the new food, drug and cosmetic law on labeling. From it the following points have been abstracted:

There must appear on the immediate container *and* on the outer retail container, the name and address of the manufacturer or distributor and the net contents. The Toilet Goods Assn. is endeavoring to secure official approval for the marking of small bottles of perfume in drams.

### SUN TAN PREPARATIONS

As the result of conferences with officials of the Food and Drug Administration on the question of whether sun tan preparations are drugs or cosmetics, the Association believes the decision of the Department will be made on the claims for the product contained in its labeling. Thus, where a preparation is sold and labeled as an article intended to relieve the effects of sun burn, or to prevent painful burning, or to have any other effect on the burning of the skin, which would produce an abnormal skin condition closely related to that of a diseased skin, then the preparation so labeled and sold would be classified as a drug.

If the preparation is labeled and sold for the promotion of an even and beautiful tan, or for the prevention of tanning of the skin, then it would be properly classed as a cosmetic. In the event of its being considered a drug as explained, the active ingredients must appear prominently, conspicuously and in a way likely to be read and understood by the ordinary consumer under customary conditions of purchase and use, together with the other requirements for drug labeling. This would not be the case if the product were classified as a cosmetic.

To summarize the above distinction, surface treatments affecting the beauty or appearance, are cosmetics.

Any preparations intended to affect the health or the function or the structure of the body, would be considered as drugs.

### DRUG OR COSMETIC?

Many preparations may be both drugs and cosmetics. If a cosmetic is also classified as a drug, the ingredients of the preparation must be stated upon the label.

What is the distinction between a drug and cosmetic?

Preparations intended for use in the cure, mitigation, treatment or prevention of disease, or intended to affect the structure or any function of the body, are drugs.

Articles applied to the skin for cleansing, beautifying, promoting attractiveness, or altering the appearance, are cosmetics (soaps excluded).

A preparation for the treatment of acne is both a drug and a cosmetic, but a preparation applied to the surface of the skin which is for the purpose of lubricating or hiding and not curing skin blemishes or the like, is a cosmetic. A preparation for the treatment of dandruff is a drug and a cosmetic, but a hair dressing which dissolves or washes away the loose scales of dandruff but is not used or advertised as a dandruff treatment, would be merely a cosmetic.

Where a cosmetic contains ingredients which are intended to be absorbed by the skin to affect its structure, the article would be considered as both a drug and a cosmetic.

### LABELING LIPSTICKS

Lipstick holders must have stamped on them the name and address of manufacturer, and a statement of the net weight if lipstick itself weighs more than a quarter of an ounce. If this information is stamped on the bottom or inside of the lipstick, then a supplementary label, tag or card which may be detachable should be attached to the outside of the lip-

stick case giving the necessary information conspicuously. If the information is stamped on the outside cap of the lipstick or on the body—visible at all times, no supplementary label is necessary.

### LABELING FACE POWDER BOXES

The official position taken by the Department of Agriculture is, that a package of face powder should bear a label giving the information required by the Act, i.e., name and address of the manufacturer and content, conspicuously placed on the package, and the Department further interprets conspicuous as meaning the top or front of the box.

The T.G.A. believes that it would be adequate to place the information required by the Act on a label which, in the case of face powder, may appear on the bottom of the box, this only in the event, however, that the information required by the customer who purchases the article be also placed exclusively on the bottom of the box. Where a cellophane window is contained in the top of the drum of the box thus permitting the purchaser to see the shade of the powder without referring to the information printed in the labeling on the bottom of the box, then it would be necessary for compliance with the Act to print the information required on this cellophane window of the drum, or in conjunction therewith.

The majority of the leading houses are not changing the top of the fancy boxes to disfigure their appearance with the additional imprint of the information required by the Act. They are, however, adding this information to the bottom label and, in some instances at the association's recommendation, will place the information *as well* on the cellophane top of the drum or in connection with the window which has been provided for the consumer to see the actual shade of the powder.



by Chuit Naef & Cie

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The tenacity of odor and faith-  
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## THE BRITISH LION ROARS



by F. V. WELIS, F.C.S.\*

TO write about progress at all, in these days of international complications and national prejudices, is probably to raise a smile on the lips of the high, invisible gods. However, the recounting of progress as it affects cosmetic and perfumery manufacture is not perhaps such an uncongenial or cynical task as would be, say an account of rearmament developments or technical progress in the production of poison gas. So without further preamble I will attempt in the next few paragraphs to give a general, impressionistic picture of the advances made by the perfumery and allied industries in the United Kingdom during the past twelve months.

### FRENCH AND AMERICAN INFLUENCES

French and American influences continue to react very noticeably upon the British market. Facial cleansing pads, brushless shaving creams, soapless shampoos, foam bath preparations—these and many other fairly recent innovations (in the form that we know them) originated in the United States. On the other hand, Britain has provided increasing outlets for fine perfumes, beauty milks, special creams and lipsticks—these mainly of French origin, though a number of French lipsticks are made, I believe, by American specialist supply houses. From the standpoint of packaging, and particularly of display, French influences—with their subtle feminine appeal and delicate styling—provide a welcome leaven for the somewhat heavy dough of English design, a type of design that can intrinsically afford to borrow less from America than from France.

On the packaging side I cannot do better than endorse the opinion of the eminent judges of the "Shelf Appeal" Packaging Competition 1938: "Manufacturers and designers are getting down to the serious business of merchandising, instead of being preoccupied with appearance and sheer purity of design. Having become package-conscious, British manufacturers are beginning to realize that a

\* Editor of the British Journal, Soap, Perfumery and Cosmetics.

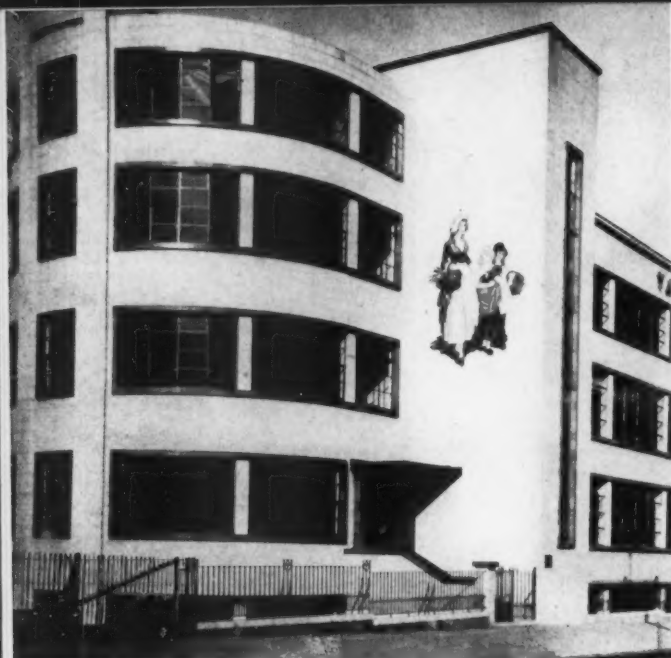
*Confronted by French and American invasion of its market, the British cosmetic industry adopts the better practice of each, adds to its own stability and makes substantial progress*

pretty package is not necessarily a selling one, that a redesign scheme is, by itself, no guarantee of improved business, that there are cases when clean design becomes dead and characterless, and when a little down-to-earth workmanlike lack of the finer aesthetic points is very desirable. British packaging, in fact, having now found its feet, is beginning to go somewhere."

### The Market Surveyed

Today is the heyday of "specialized" preparations, as opposed to the familiar "range" of face powder, vanishing cream, cleansing cream, night cream, talcum powder, toilet soap, lipstick, rouge and eye cosmetic. The latter category, comprising as it does the comprehensive or family lines, is still highly successful—but represents a more or less static market, held by firms whose names have long since become household words. Coty or Yardley, for example, can afford to carry an enormously itemized and complete range of preparations, but, generally speaking, it is impossible for a newcomer to the industry to do likewise.

Cosmetic and perfumery manufacture in the United Kingdom was originally an offshoot of the toilet soap industry, on the one hand, and pharmaceutical (or, rather, patent medicine) production on the other. That accounts for the original success of "family" ranges, consisting of Blank's Face Powder and Toilet Soap right down to Blank's



Yardley & Co., Ltd., has recently completed the erection of its own box factory—a splendid, modern structure near London

Vanishing Cream, Toothpaste and Talcum Powder (always the same old talcum powder!). Then, however, came certain characteristic developments; specialized preparations such as depilatories, hair dyes and—to a lesser degree—deodorants, manicure preparations, rouge, lipstick and eye cosmetics, began to forge ahead. These preparations were a little outside the scope of the ordinary toilet soap maker or manufacturing chemist; they therefore became the nucleus of the cosmetic industry proper. And around that nucleus has grown the ever-widening group of toilet specialties—cleansing pads, brushless shaves, foam baths, soapless shampoos, shaving conditioners, hair conditioners, foam baths, suntan preparations, etc.

The beauty parlor business has also exhibited individual developments. Here we find a specialized demand for massage creams, muscle oils, shampoo tints, facial masks, complexion clays, the so-called acne creams and lotions, and other characteristic preparations too numerous and mostly too exotic to mention. It is interesting to note that two of the leading British beauty parlor concerns, that have since turned their attention to marketing, each produce well over 100 different lines!

#### WHAT AFFECTS TOP STRATUM OF MARKET

Influences directly or indirectly affecting the top stratum of the cosmetic market include fashions, films, sport, travel, social events and tendencies; from the top they gradually penetrate right through to the chain store—until even the little factory worker or domestic servant is able to recognize in herself fashionable, sporty or romantic potentialities. One of the most recent and interesting examples of this is the astonishing success of cyclamen lipsticks and matched make-up; this unusual and (to my mind) unprepossessing shade having been introduced to tone with the new cyclamen shades in dress materials—with the result that cyclamen



View in the modern plant of Yardley & Co., Ltd., near London where efficiency is the keynote in all the departments

looks like becoming a permanent addition to the usual lipstick color range.

#### COSMETIC JACK-OF-ALL-TRADES ENDED

The day of the cosmetic jack-of-all-trades is over. Even the largest factories are beginning to purchase "bulk supplies" of certain highly specialized lines (make-up preparations, for instance) from outside sources. They find this cheaper and more convenient than to attempt to manufacture such products in their own factories—especially in these days, when a general high quality of output is essential to any sustained success, no matter how well advertised or promoted a preparation may be.

#### SPECIALIZED LINES NOT VERY SUCCESSFUL

Specialized lines do not always, of course, "get away with it." Frequently they are so very specialized in character that few people, apart from their sponsors, appear to recognize any need for them. Thus I have watched, not without sympathy, the lack of success attending such unwanted specialties as a certain pre-shaving lotion, a much-boasted nail cream, a series of solid compact perfumes based on perfumed waxes, a "different" type of toilet water—and many other similar products that I cannot at the moment remember.

#### BRUSHLESS SHAVING CREAMS NOT POPULAR

I have no space to go into this marketing question more deeply, but would mention that brushless shaving creams do not appear to be noticeably displacing the familiar English soap bowl, shaving stick and shaving cream—partly owing to the conservative attitude of the British male public and partly, of course, due to the inherent defects of the products themselves. It is not without interest that the recently published researches of E. J. Casseimann of the Mellon Institute tend to support the average Englishman in his preference for a "wa-





American enterprise got 138,000 requests for samples in just two weeks for Crystal Products Co., Ltd., London, England

tery" shave. Soapless shampoos and foam bath preparations, on the other hand, do definitely show signs of increasing popularity. Time is too young to express an opinion about cleansing pads and other very recent innovations.

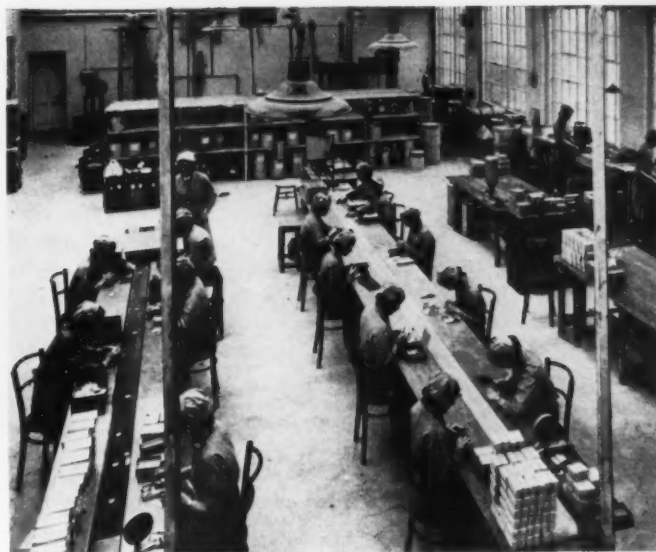
#### SUNTAN PREPARATIONS

As for suntan preparations, they continue to make headway—although the simulatory lotions, face powders and lipsticks to match are all farther developed than the anti-sunburn or "protective" creams. Much advertising has been published in the trade press for menthyl salicylate and other more up-to-date sun screening agents—but so far comparatively few of the marketed suntan creams appear to contain an effective product of this type. This seems to me rather a pity, even allowing for the somewhat emasculated English summer.

#### *Technique and Production*

Probably the most striking development in the British soap and cosmetic industry during the past few years has been the scrapping of obsolete plant and equipment and the building of new factories, specially adapted for rationalized production. New machinery firms have in many cases gained contracts at the expense of some of the older but less progressive concerns. In particular one may note the increasingly wide use of grinding and blending mills and modern turbine sifting machines for face powder manufacture.

In addition, the demand for thoroughly stabilized emulsions has led to the adoption of colloid mills, homogenizers and other specially designed emulsifying machines. A great favorite with many manufacturers is the serviceable portable stirring device which can be clamped on to any suitable vessel at a moment's notice. Of course, some preparations still demand a heavier type of mixer, in-



View inside the modern plant of Crystal Products Co., Ltd., founded in 1931 and owned by Myram Picker of New York

corporating the paddle blade device that only just clears the sides of the pan, or even a mixing and grinding mill as used for ointments.

#### AMERICAN-MADE MACHINERY USED

Most of the packaging machinery used in large-scale production is of American origin, although some of the filling and wrapping machines come from Germany. British machinery manufacturers are well to the fore, however, with powder and liquid filling machines, and more particularly those which are adapted for medium-scale production; also an extremely efficient lipstick moulding machine.

At long last, British cosmetic manufacturers are realizing the fact that dry skins and greasy skins require totally different types of treatment and the application of specially devised make-up and corrective preparations in each case.

Modern emulsifying agents are used as in the United States, although many excellent preparations are still turned out on the old-fashioned beeswax and borax lines. Lanolin absorption bases have taken on very well, as have also triethanolamine soaps, diglycol stearate, glyceryl monostearate sulphonated oils and fatty alcohol sulphonates.

Although much has been written about their merits in the trade press—lecithin, cholesterol, vitamins A and D, and the various hormones, have all fallen rather flat, I understand, and do not yet enter into the formulation of many notable preparations. Their turn may well come within the next year or two—when the effects of trade press advertising have really begun to sink in.

There has undoubtedly been an increasing tendency to replace mineral oils with avocado, almond, groundnut, sesame, refined olive, grape-seed and other vegetable oils. No one will dispute the fact that mineral oil is extremely useful (notably in cleansing creams, brilliantines, etc.), but it

is definitely out of place as the main ingredient in preparations such as tissue creams, night creams and hair conditioning creams—all of which are designed to exert a regenerative or rejuvenating action (which is apparently much disputed by your own F.T.C. and F.D.A.).

#### GUM AND GLYCERINE SUBSTITUTES

There has been quite a fair amount of interest in the United Kingdom during the past year in gum and glycerine substitutes—probably because prices for both of these rose very sharply.

So far as the natural gums are concerned, it has always been a difficult problem for the works chemist to keep his production properly standardized, owing to the considerable variations in the quality of gum supplies. This, coupled with the rise in price of tragacanth, gave considerable impetus in the summer of 1937 to the exploitation of sodium alginate (known commercially as Manucol), as a satisfactory substitute for natural gums. Marketed in the form of a fine, white powder, which is stable, standardized, edible and of definite chemical constitution, sodium alginate has already become established as an important addition to the chemist's stock of cosmetic raw materials—particularly as a basic ingredient of hand jellies, hair-setting lotions, hair creams, tooth pastes, denture fixatives, after-shaving lotions, face packs, etc.

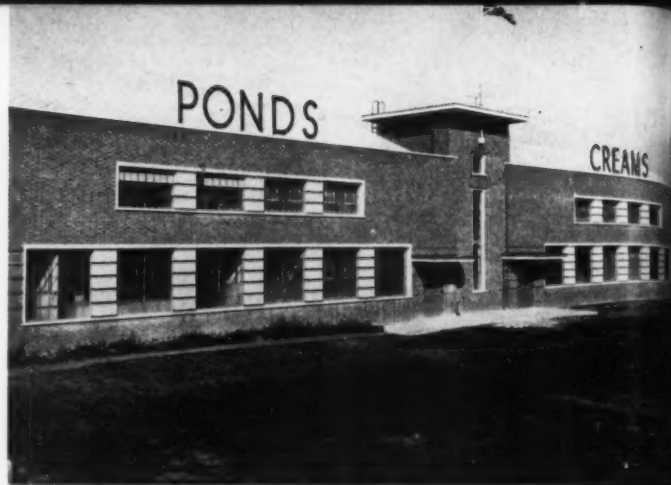
Other interesting substitutes include methyl cellulose products (concerning which information has already been published in *The American Perfumer*) and also glycerine substitutes such as the glycols, sorbitol syrup, etc.

#### OPPORTUNITY FOR AMERICAN SUPPLY HOUSES

Foaming and wetting agents and sun-screening agents have been written about at some length, but I do not propose to go into the subject at all here, in view of the fact that the products offered on the American market are mostly identical with those obtainable in the United Kingdom. English precipitated chalks, however, are justly famous and the largest manufacturers have during the past year or so produced an excellent "waterproof" grade of chalk for use in face and body powders. Micronized talc, Cornish kaolin and the American bentonite have also continued to remain popular with cosmetic manufacturers—although many firms have expressed a wish for better grades of wilkinite and bentonite, together with fuller research information from the suppliers. There would appear to be an opportunity for a progressive American supply house, in this direction.

### *Industrial Activities*

Many transatlantic firms have made progress on the British market during the past twelve months. Thus Procter & Gamble, represented in the U.K. by Thos. Hedley & Co. Ltd. of Newcastle, have made further additions to their beautifully designed factory at Trafford Park, Manchester, and are now busy on the construction of a third factory at West Thurrock, which is obviously intended to supply the



Ponds Extract Co. is represented in Britain by this striking factory

South of England market. When this factory is completed, it will provide a notable new landmark on the north bank of the Thames. The huge concrete foundations are already being sunk. The site itself giving ready access to road, river and rail.

#### AMERICAN INVASION

Readers of *The American Perfumer* may already be aware of the fact that Colgate-Palmolive-Peet, Ltd., have recently acquired the old-established firm of G. W. Goodwin & Son, Ivy Soap Works, Manchester. British soapmakers are watching this development with interest.

Max Factor, Ltd., opened a very modern and well-organized factory some while back; while Parfumerie de Raymond struck an original note by being one of the first American perfumery houses to open over here. Other names that occur to me in connection with the "American Invasion" are Mary Chess, Ltd., McKesson & Robbins, the J. R. Watkins Co., the J. B. Williams Co., Columbia Products (Betty Lou Face Powder), Tattoo, Dorothy Gray, Bab-O, Helena Rubinstein, and Henry C. Miner. These are but a few of the American houses that during quite recent years have opened up factories, offices, or distributing organizations in the United Kingdom.

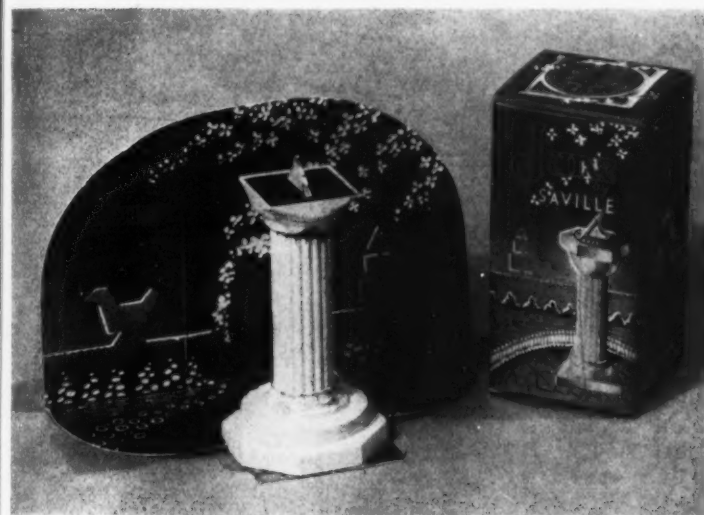
Lest readers should think that British manufacturers themselves are lagging a long way behind in this friendly rivalry for business, I would mention that Yardley has during the past six months opened a new boxmaking factory (a most imposing edifice), while Jane Seymour and Innox are also in possession of new and improved factories. One of the mostly sanely constructed and cleverly organized establishments that I have personally visited is that which Saville Perfumery, Ltd. (makers of the popular "June" and "Mischief" perfumes) have recently occupied. Tokalon have not only re-styled all their packs, but have also engaged two highly qualified research men to assist their Chief Chemist, Frank Atkins, B.Sc.

#### INFLUX OF FRENCH PERFUMERY CONCERNS

What is perhaps rather surprising is the quite recent influx of French perfumery concerns. At one time, Coty, Bourjois and Guerlain (all of



The same efficiency prevails at Ponds Percivall factory as is found in the U. S.



Saville Perfumery, Ltd., has one of the finest establishments in England



Jane Seymour's modern salon expresses the progressiveness of this concern

April, 1939

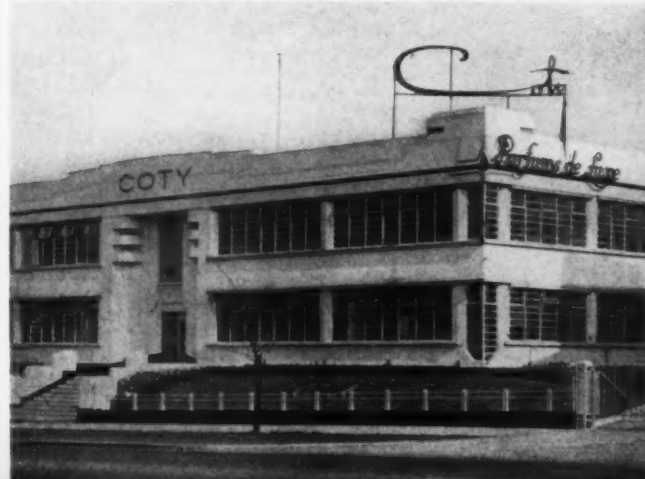
which, incidentally, have excellent factory premises) were almost the sole representatives of the French perfumery industry over here—apart from the very exclusive houses; but now one notes a very wide range of firms taking an active interest in the British market—firms such as Weil, Rigaud, Lanvin, Lancôme, Forvil, Lelong, Patou and Grenoville. Perhaps the most remarkable feature of this Continental awakening is the very real interest that the various firms show in market possibilities and consumer preference—a decided reaction from the autocratic indifference of pre-War years.

#### PACKAGING AND PROMOTION

The packaging and promotion side of the British soap, perfumery and cosmetic industries can scarcely enter into a brief description such as this—but I would certainly point out that what is chiefly lacking over here is adequate organization of manufacturers and a reasonable degree of control (or shall we call it rationalization?). The British manufacturer, as ever, muddles through—but what with unfair advertising, on the one hand, and lack of the opportunity to discuss or cooperate with his competitors, on the other, he is by no means in an enviable position. On the soap side, he badly needs organizing—a fact that he is even now commencing to realize; although in the perfumery and cosmetic field one must admit that his interests are now being represented more capably than hitherto by the Perfumery and Toilet Preparations Manufacturers' Section of the London Chamber of Commerce—a body that has gained considerably in membership during the past twelve months.

Then, again, the open-minded manufacturer is beginning to wonder where all the vulgarity, stupidity and dishonesty of certain modern advertising methods are going to end. He hears, with fervent approval, that Lord Horder has delivered a venomous attack on patent medicine advertising, in the House of Lords—yet even while his soul rejoices to see truth, for once in a while triumphant, he wonders rather sadly whether restrictions, controls, vetos and taboos are not, perhaps, just as far from perfection as the faults that they set out to remedy. It is therefore with a very real interest that he watches the F.T.C. and F.D.A. in the United States—wondering what sort of example they will set him when the time comes (as it must come) for him to put his own house in order.

British market interests French firms also; Coty has this factory near London





# No One Type of Essential Oil Can Be Best For All Purposes



FROM time immemorial, the aromatic products from the tropic vegetation of the Oriental lands have been regarded as precious and most desirable. We may recall that in the ancient Biblical story, the Wise Men of the East, brought, as their most worthy gifts, gold, frankincense, and myrrh.

For centuries, the commerce in the spices, gums, and resins was of great importance, and although now the old caravan transport through the Asiatic lands has mostly vanished, still to the European and American ports come these valuable products, for direct use or for conversion into the more convenient and concentrated forms; the essential oils and extracts.

The history of essential oils, like that of the art of distillation, also goes back to the dim past and many of the oils have been articles of commerce since the 15th century.

The methods and apparatus employed in these early times were naturally inefficient and wasteful, but with the progress of chemical technology, the modern methods of distillation have become increasingly efficient and economical.

## WHAT IS AN ESSENTIAL OIL?

An essential oil may be defined as the sum of all the aromatic constituents of a spice or other raw material, which may be obtained by steam distillation. In general, the oil represents the complete aroma. In some cases, however, steam distillation is not satisfactory and the concentration must be made by an extraction process. Examples of such



In extracting fragrance from flowers, many factors influence the quality of the resulting oil, particularly when the enfleurage process is employed

*How to evaluate essential oils . . . Not a chemical problem . . . Mistakes in interpreting Pharmacopoeia specifications . . . What is "pure" oil*

by FRANCIS D. DODGE, Ph.D.\*

products are the concentrates and concretes obtained by extracting various flowers, such as jasmin, rose, cassia, etc., with light petroleum solvents.

Some oils cannot be prepared satisfactorily by steam distillation owing to chemical changes which occur in the process. Such are the various citrus oils which are obtained by mechanical extraction, and are really oleo-resins, containing appreciable amounts of non-volatile material.

## IMPORTANCE OF MINUTE INGREDIENTS

Although the volatile oils had early attracted the attention of chemists, exact knowledge of the nature and properties of their constituents has accumulated only in recent years. Methods for the isolation and recognition of the various hydrocarbons, alcohols, esters, aldehydes, ketones, etc., have been developed and it appears that the complexity of composition of most of the oils is only limited by the lack of analytical processes. The importance of certain ingredients, present in small amounts, yet indispensable for the full aroma or "bouquet" of the oil, has become apparent. The small quantities of indol in jasmin oil, of methyl anthranilate in neroli oil, of a peculiar furan derivative in oil of peppermint, etc., have been found indispensable.

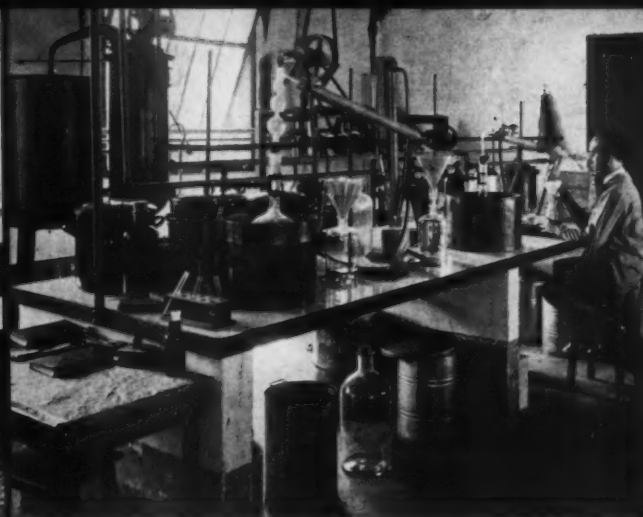
The analytical methods which have been proposed and, in many cases, adopted as official in the various Pharmacopœias, are very useful for the detection of adulteration or impurity, but even if all indications of impurity are lacking, it is still impossible, by

\* Chief Chemist, Dodge & Olcott Co.





Not only is the quantity of flowers subject to extraction a matter of scientific study but even the time when flowers are gathered must be considered



The skill of the most experienced chemist is demanded to preserve uniformity of the oils; and even that is controlled by the final test—the nose test

chemical tests alone, to demonstrate the purity of an oil, or make more than a rough estimate as to its quality.

#### PURITY AND QUALITY VERY IMPORTANT

The purity and quality of an oil should naturally be of paramount interest to the consumer, and it may be well to point out that the term "pure" as applied to an oil, has a meaning somewhat different from the chemical use.

The purity of a chemical compound corresponds to its homogeneity; the degree of purity may be determined by analysis and expressed in figures.

But the oils are generally very complex mixtures subject to climatic and seasonal variations.

We may, as far as our limited knowledge goes, set up certain standards and limits, but the latter frequently have to be so broad that they cease to be useful.

#### WHAT IS MEANT BY A "PURE" OIL?

Ordinarily, by a "pure" oil, we mean one that has been properly made from authentic material and is free from adulteration, and our assurance of the purity of an oil must in general rest on our confidence in the manufacturer—for only in cases of gross adulteration can the chemical examination be of much value.

In judging the quality of an essential oil, one must bear in mind the specific use or application for which it is intended. For, not only are the oils complex in composition, but the composition may vary extraordinarily, owing to climatic or other local conditions, and one type or another may be preferable for a special purpose.

#### NO ONE TYPE OF OIL BEST FOR ALL USES

The majority of oils are valued for their aroma or flavor; some for medicinal use, some for industrial use, as solvents, or in the ceramic arts, or as insecticides; others, again, as raw materials for isolates, or derived chemical products—and no one type of oil can be best for all uses. Thus, for the manufacture of menthol, Japanese oil, with a high percentage of menthol, is preferred; for flavor, the American oil, containing much less menthol, is un-

questionably superior: oil cloves, for use as an antiseptic should have a high eugenol content. However, for aroma the other constituents of the oil may be more valuable.

It is a common mistake to interpret the Pharmacopœia specifications in a manner unwarranted by the facts, and probably unintended by the compilers.

An average normal peppermint oil will generally show 50-55 per cent free alcohols, calculated for convenience as "menthol," although this "menthol" is undoubtedly a mixture of unknown composition. But it does not follow that a 55 per cent oil is of *better quality* than a 50 per cent oil. Besides "menthol" there are some twenty known, and possibly as many more unrecognized constituents which make up the composite aroma. Some of these may be indispensable, some may be unimportant, we do not know. But it is certainly irrational to base our valuation on the amount of a major constituent, simply because it happens to be the only one which can be readily determined by analysis.

If the percentage of menthol determined the value of the oil, then obviously the best peppermint flavor and aroma would be obtained by using pure menthol. Similarly, eucalyptol, eugenol, thymol, linalyl acetate, and bornyl acetate could conveniently and economically replace the corresponding oils of eucalyptus, cloves, thyme, lavender, and rosemary. This conclusion we know to be quite erroneous.

The pure isolates and synthetics have their place, of course. For many purposes, they offer certain advantages over the natural oils.

But, just as a part cannot equal the whole, so the total aromatic value of an oil cannot be obtained from one constituent.

To sum up, the valuation of the essential oils is not a chemical problem, but a matter for expert judgment, entirely analogous to the valuation of fine wines or teas. For the trained senses of smell and taste are capable of detecting variations in quality far beyond the range of chemical tests.

If the consumer lacks the necessary experience, it is wise to rely on the judgment of those, who, through years of practice, have become qualified as connoisseurs.

# MAKE TWO SALES WHERE ONE WAS



Salesmen on the firing line can tell you about weaknesses in the line and suggest needed new products or changes

**T**OO many times within the last few months I have heard people say "the small cosmetic manufacturer just hasn't a chance competing with the big companies." Well, it isn't as bad as all that, even though the competition today is stiff.

On the other hand, when a young foreign society woman came to me with several interesting and rather exotic formulas and the request to know how to go about putting them on the market, I flatly told her that she had better start by getting together a good chunk of capital—a hundred thousand preferably—as long as she wanted to do it right—and on a scale not too small in the beginning. Otherwise, I wouldn't recommend that she attempt to break in.

While I believe that's good advice for a person unfamiliar with the business and starting from scratch, it doesn't necessarily indicate that companies formed some time ago, already showing gains in popular acceptance of their products, cannot consistently build their business up to the point where it will be reasonably remunerative.

There are many ways in which the small company has an advantage over the larger companies and should make a point of capitalizing in these directions particularly. Generally speaking, the small company cannot afford to make mistakes, cannot afford to waste either materials or opportunities of any kind. Yet, with but few exceptions, they do not capitalize on their greater flexibility, their news value, nor do they do their experiments

*Practical ways by which sales may be increased without a substantial outlay*

by RUTH HOOPER LARISSON

in wise directions. Too often these smaller companies are controlled by people inexperienced in the entire range of cosmetics who have entered the business thinking it is an easy way to get a quick return on their money. Some of these companies are capitalized by people outside of the business who want to have all the say and even though they may be successful in other lines, their decisions for cosmetics are disastrous.

## WAYS COMPANIES CAN GET AHEAD

Let's study some of the outstanding ways by which small companies can get ahead by taking greater advantage of their present opportunities. I am referring now to the medium and small size cosmetic houses which have been in existence several years or more and finally found their way around, who have good products which are up to the market standard if not superior to it, attractively packaged, and who are not trying to straddle markets but aiming at a definite consumer group with concentrated effort in their sales program, advertising, local or—and—national. Generally, companies of this size do only sporadic advertising and

# S MADE BEFORE

consequently it is most inadequate. Concede, also, that their products are definitely *wanted* numbers and not such difficult-to-use items or so little known that they have to create a demand for them before the product arouses interest in the purchaser. With that picture in mind, let us analyze the possibilities for increased sales without any substantial outlay of capital.

Intensive study of your present market is the first rule, I think. But while this is a precept that you will instantly agree to, it is still too general and vague for you to follow unless you sit down and decide for yourself how you are going to make that study. Here are some obviously direct ways.

## HOW TO GET IDEAS FOR NEW PRODUCTS

Make up a weekly report form for demonstrators or sales girls. This report is for the purpose of ascertaining far more information than a mere sales report which every company uses already. List down the names of your products; leave space after each for a line or two of writing. Ask your demonstrators to fill in this space conscientiously with comments, good, bad and indifferent which customers have made about each product during the week. Then allow another space for comments about the line as a whole, your policies, appeals, etc. Then allow a further space for comments on other lines, or products about which the customer has made good, bad, or indifferent observations, such as "Mary Jones line has a marvelous face pack" (you don't have one in your line), etc.

Naturally you are thinking to yourself at this point "How my girls will kick at having to make out more reports!" Sure they'll kick unless you *sell* them on the importance and value of that report. Make them feel you want to know what their customers think, that you do not feel critical towards them but desire to be helpful. Convince them that you are prepared to listen to them and be guided by their first hand experience. A further space on the report should allow for their own frank opinions about products, methods of merchandising, prices, etc. While the opinion of one demonstrator may be of little value in itself the correlated opinions of several, and particularly from different parts of the country, can be of great value.

## VALUABLE SUGGESTIONS FROM SALESMEN

Set up the same kind of a report for salesmen and again make salesmen feel that their opinions and findings are listened to with interest. I can't begin to tell you how many demonstrators have told me personally of their bitter disappointment when they went to their companies with valuable informa-

tion and were treated either critically or coldly for presuming to "talk back" to the company. The same thing is true of salesmen. Just consider these two branches of your company, the sales girls and salesmen as additional eyes, ears, feet, and thinking machines, of yourself.

You can't hear comments in a dozen stores at the same time, talk to fifty buyers within a few hours, etc. These people are engaged by you to do what is physically impossible for you to do for yourself. So why not make more efficient use of them? They will respond with raised morale and you, as well as they, will reap the rewards. Again I remind you that the report of any one of them is not conclusive. Yet I have known the report of a single demonstrator to be sufficient warning for the investigation of a certain situation which turned out to be even more serious than she had reported and which called for firm and swift handling from the home office. So consider such reports diamonds in the rough. Polish them down, and see for yourself just what you've collected that can be of value.

## BASIS FOR IMPROVEMENTS

Out of such information, over a period of time, say from six months on, studied together with sales reports, you will have the basis for such important decisions as new products, discontinuing old ones, packaging improvements, size, shape and price changes, advertising slants and even the basis for entire advertising campaigns. Such reports are always rich in copy and illustration ideas if intelligently interpreted. If you want to make a game out of it, offer moderate size prizes for each original idea submitted which you adopt. Then, when demonstrators or salesmen come in and ask why you didn't follow this or that idea they suggested, take the time to explain why, giving them a reasonable answer. This will keep them thinking *along with you* and their next suggestions will be closer in line with your own thinking. But don't belittle reports or you will bite the hand that feeds you.

## LET UNCLE SAM HELP

Another important method of improving sales through sales analysis is by means of direct contact with the consumer. This, if done by research workers, visiting customers, is the ideal method, of course, but far too expensive for most medium size or small companies. Uncle Sam will take care of it for you in shipshape manner. If you have a list of customers who have bought direct or lists from demonstrators, or other similar lists, plan a sound direct mail campaign and concentrate on sales building by way of actually arousing interest in the consumer, giving her important and helpful information, and then ask her questions.

Consumers quite adore answering questions if you make them feel you are being helped by it, that their opinions are of value to you, and sometimes, by offering them a small token of your appreciation for the trouble they must go to in filling out questionnaires. Sampling products to such lists is also sound and not wasteful. [Continued on page 112]

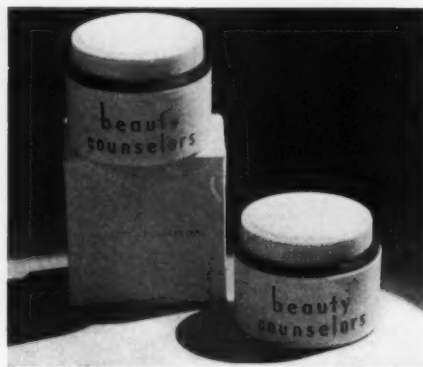




BEAUTY MASK



HAIR COLORING



POWDER CREAM



LIP TONE THINNER



CREAM MASK

## New TOILET GOODS Review

**Face Do Mask:** A face-size mask of pink eiderdown with slits for nose and mouth, saturated in a soothing lavender-scented solution is presented by Elsinore, Inc., as a new speed-up facial. The new "beauty blanket" is simply placed over the face after cleansing and left on for 5 or 10 minutes. The solution has been made refreshing and non-drying, it is claimed, by the inclusion of two special softening ingredients. The dewiness which it leaves on the face, the company states, is an excellent make-up foundation. The masks are individually packed in transparent sealed test tubes and each one may be used three times. They are sold in a handsome ivory and dubonnet box of six.

**Hair Coloring:** Lustrum, a new emollient, is added to the Inecto hair coloring treatment to condition the hair and highlight it. It works in harmony with the coloring agent, the makers report, to obtain the desirable effect of thin, radiant color as against the old-fashioned dyed look. It comes in a separate tube in the dye package and is simply added to the dye which is mixed in the usual way.

**Liquid Lip Tone Remover and Thinner:** To permit greater individualizing of shade and consistency in Princess Pat Liquid Lip Tone, a remover and thinner has been introduced. The addition of a few drops of the remover and thinner makes the original product thinner and lighter in color without affecting its long lasting and non-smearing qualities. Moreover, a slip in the application of the Lip Tone can easily be rectified with the new remover and thinner. It is a colorless liquid packaged in an ivory and rust colored box.

**Powder Cream:** To help the older woman to obtain the much talked of "little girl" skin with minimum effort, Beauty Counselors, Inc., offer a new creation—a powder cream which is a cream, powder, and powder base, all in one. In its preparation, the company states, face powder has been blended with the same emollients found in regular night creams, so helpful to dry skins. Powder need not be used over the cream though it can be applied effectively on the nose, for example, if the slight glow is not preferred. A single application should last all day.

It is offered in an ivory plastic container edged in raspberry.

**Cream Mask:** Another cream preparation to which the qualities and effects of a regular facial mask are attributed is offered by Angela Varona. The cream is applied in the regular manner, left on the face for a few minutes and easily removed with water. It comes in a simple opal jar with a cheerful red label.

**Cosmeticized Hosiery:** An unusual application of cosmetic oils has been made in the manufacture of hosiery. Before the manufacturing of Northmont hosiery is begun, the raw silk is treated in special cosmetic oils to strengthen the elasticity. Complementing this association is the inclusion of paper hosiery pads perfumed with L'Orle's Tumbleweed in each package.

**Hair Wax:** A convenient item for taking care of straggling hairs around the temples and nape of the neck is offered by Charles K. Hill. It is Bee-Neat Tendril Wax, a tablet of colorless beeswax. A dab of the wax on the hair is sufficient to keep it in place. It comes in a package the size of a small match box.



# THE AMERICAN PERFUMER

# SOAP

Department

## SHAVING CREAM FOR PARTICULAR TYPES OF SKIN

*Methods of preparing lathering and  
brushless types of shaving cream . . .  
Practical considerations for the soap  
manufacturer*

by Dr. J. DAVIDSOHN  
and A. DAVIDSOHN

THE following article will describe experimentally the methods involved in the preparation of lathering and brushless shaving creams:

### *Lathering Shaving Creams*

What are the qualities that we demand nowadays in a good lathering shaving cream?

First, the cream must quickly work up a thick, smooth lather.

Second, it must not cause irritation of the skin at any time nor leave the slightest unpleasant effect during and after the shave.

Third, the cream should be of fine consistency and pleasing to the eye; one with a beautiful pearly lustre is considered most desirable.

The principle of lathering shaving creams, briefly considered, consists in utilizing a fatty substance (ammonia is rarely used at present), which is sa-

ponified with a solution of potassium hydroxide and then with a lesser amount of sodium hydroxide. Saponification with caustic potash is necessary in order to impart to the cream an ointment-like consistency somewhat similar to soft soap. The subsequent incorporation of smaller quantities of caustic soda helps to control the consistency. In addition, by using potassium hydroxide we obtain a lighter cream emulsion with water which on application yields a much quicker lather. It would not be possible by using caustic soda solution to prepare a cream with a total fat content of 50 per cent which would yet retain its ointment-like consistency. Such a high fat content (at least 35 per cent) is now required for every shaving cream. With latherless shaving creams, however, it is quite a different matter and the quantity of fat may be much less. The important fact about lathering shaving creams is that *potassium soaps have a greater lathering capacity than sodium soaps.*

### TESTED FORMULAE

A series of formulae will explain the preparation of lathering shaving creams. There is no need to describe the making of so-called shaving pastes. In principle, they are similar to shaving creams, but with greater consistency. The fat content may amount to more than 50 per cent and can be utilized with stronger solutions of caustic soda. We may likewise dispense with any description of how shaving pastes are prepared since their preparation is similar to that of shaving creams.

Let us first examine the formula of a simple synthetic shaving cream:

Cocoonut oil	30	(parts)
Stearine	73	"
Caustic potash (37° Bé.)	48	"
Glycerine	15	"
Caustic soda (38° Bé.)	9.5	"
Water	95	"

The melted cocoonut oil is saponified with about half of the potassium hydroxide beginning with a temperature of 30°C and continued through the "cold process." When the saponified mixture has become a thick emulsion and self-induced heat is



Potassium soaps give greater lather than sodium soaps

generated, glycerine in water is then added. The entire mass is stirred at a temperature of 80°C until saponification is completed. (This is a test for the perfect solubility of a saponaceous substance in distilled water.)

We notice that the newly formed coconut soap is mixed with the remaining potassium and sodium hydroxide before it becomes too thick and lumpy. The whole mass is soon dissolved in the rest of the liquid until it assumes the appearance of a fine glue. We now have an attenuated paste into which melted stearine is thoroughly stirred at 75-80°C. This procedure of thoroughly stirring the contents is absolutely necessary for it prevents the formation of lumps during saponification of the stearine.

A vitreous-like, dense substance has now been formed which is allowed to stand undisturbed for one or two hours until it becomes opaque and soft. It is then worked in a kneading machine which converts it into a smooth, frothy mass. This product is again left undisturbed for several days and then kneading is resumed during intervals of one or two days. In the course of this process, perfume dissolved in alcohol (1-2 per cent in triple quantity of alcohol) is incorporated into the cooling mass, preferably after it has been successfully prepared. When this treatment is prolonged and good stearine employed, the finished product assumes an attractive lustre.

We now turn to the composition of another cream which is composed of 15 parts of stearine, 6 of olive and 6 of coconut oil. These ingredients are saponified with 15 parts of potassium hydroxide of 38°Bé; and then 1-2 parts of glycerine in 16 of water are added. The olive and coconut oils are

saponified with half the amount of potassium hydroxide. Add the remaining quantities of lye, water and glycerine to the heated soapy mass and stir until a thin glue is formed. At this stage stearine is stirred vigorously into the entire mass at about 75-80°C. The substance is kneaded and treated with perfume. It should be stated that smaller amounts of stearine can be used if good beef tallow is substituted. In this case, the tallow must be emulsified together with the coconut and olive oils at a temperature somewhat higher than the melting point of fatty mixtures. The stearine is not included during this emulsification, and at times mineral oil may be employed as a substitute for the more expensive olive oil. Lard of excellent quality can also be used in making shaving creams.

#### SHAVING CREAM FROM FATTY ACIDS ALONE

We should also take notice that shaving creams may be prepared from fatty acids alone. The process, in this case, is conducted at slightly lower temperature, for saponification of the fatty acids is greatly facilitated through the generation of self-induced heat. A most satisfactory result is obtained when the total amount of fatty acids, including stearine, is melted together with glycerine. The temperature must exceed the melting point of fatty acid mixtures by 10-15°C. Melting takes place slowly in a boiler in which the necessary amount of lye and water are heated to 75-80°C.

#### HOW TO TEST THE FORMULAE

We recommend that in testing the formulae, experiments be first performed with small quantities, for, in the illustrated examples, the amount of lye to be used depends upon the saponification number of the fatty substances, which varies within certain limits. Besides, we must take into account how much alkali is actively present in a solution of potassium or sodium hydroxide. The data in degrees Baumé do not indicate with complete accuracy the amount of active alkali in a solution of caustic lye.

The saponified mass thus produced is stirred thoroughly and treated in the aforementioned manner. When fatty acids are utilized in making shaving creams, emulsification with caustic lye is preferred to saponification with a carbonate. This is because in the latter process the carbonic acid evolved would render the cream porous and foamy.

We have given, so far, the basic methods which the experimenter can modify to suit his needs. We must now take a specific case into consideration. A shaving cream, as already stated, must not under any circumstances be alkaline for the skin would burn severely after shaving. This can be very easily prevented by taking care that an excess amount of free stearine, at most 1 per cent, be included in the preparation of the cream. We also recommend the enriching of the fat content of the cream with about 1 per cent cetyl alcohol or even

lanolin. In such cases only  $\frac{1}{2}$  per cent of excess free stearine should be included. To increase its pleasant effect on the skin, an addition of 1-2 per cent of boric acid is frequently recommended, but even in this case only  $\frac{1}{2}$  per cent of excess uncombined stearine should be used.

#### USE OF TRIETHANOLAMINE STEARATE OR OLEATE

More recently, additions of triethanolamine stearate or oleate have been utilized, amounting to 10 per cent and more. In this way the mild effect of the cream and the lather has been enhanced. The application of sulphonated oil for shaving creams has frequently been announced in the technical journals, but we have as yet not obtained any favorable results through adding this oil. But on addition of small amounts of sulphonated fatty alcohols (a compound that has been used in chemical industry for some time), we derive excellent results. Here the cream is very much affected, particularly in its capacity for working up a lather with *hard* water.

#### GREAT CARE NEEDED IN PERFUMING CREAMS

We do not wish to go into details on the methods of adding perfumes to shaving creams. We shall merely state that perfuming of creams especially *latherless* shaving creams must be accomplished with utmost care since the odor is detected more directly than that of ordinary toilet soap. Therefore, a strong, unattractive perfume should be entirely avoided. Of course, the unpleasant odor of stearine, which adheres to the unperfumed cream, must be overcome in every respect. Only fine, aromatic substances and compounds should be chosen, such as lavender, chypre, etc.

### *Latherless Shaving Creams*

Impelled by the interesting and instructive work of Thomssen appearing in *The American Perfumer* (June, 1933), whose conclusions we do not wish to repeat, we conducted a series of experiments from which we derived the following two formulae, which may be modified.

#### CREAM FOR SENSITIVE DRY SKIN

Formula No. 1: 10 parts of solid, white paraffin, 20 of white petrolatum and 10 of stearine are heated over a water bath at 70°C to which is added 1 part of triethanolamine heated at the same temperature. After stirring for some time, we add a mixture of 20 parts glycerine and 40 of water that had been heated to 70°C. The entire mass is agitated until, on cooling, it assumes a creamy consistency.

We now have a cream that is especially suitable for a sensitive, dry skin. The small amount of fat which remains on the face after a shave can be rubbed into the skin for it is similar to a massage cream. This type of cream and particularly its glycerine content renders the skin less sensitive to

the sun's heat in summer and to the frost in winter. These advantages are not sufficiently emphasized by the manufacturer of such a latherless shaving cream.

Many consumers of ordinary shaving creams, whose skin has become dry on account of the soap used, have frequently to apply a cream after shaving in order to maintain the oiliness of the skin, a practice that is both troublesome and expensive. These disadvantages of a lathering shaving cream or soap are eliminated when the type of cream described in Formula No. 1 is applied. Since this cream contains a sufficient quantity of paraffin and mineral oil, it provides a lubricant for the skin both during and after the shave. The advantages thus gained are of far greater consequence than the rather insignificant economy derived from the ordinary latherless shaving creams.

#### CREAM FOR OILY SKIN

Formula No. 2: A cream, minus its fatty ingredients, is prepared analogous to cream No. 1. 18 parts of stearine are heated to 70°C on a water bath into which is stirred 1 part of triethanolamine heated to the same temperature. Then 15 parts of glycerine and 40 of water are heated to 70°C and added to the mixture. The contents are stirred and allowed to cool. The procedure in the above two formulae is evidently quite simple. Heating of the constituents can be best achieved in a double-walled boiler which has been heated with water or steam.

The boiler must be provided with an agitator for the main operation of stirring and cooling takes place therein. (Or the boiler, in which agitation and cooling takes place, must be provided with a stirring device.) In the preparation of this cream care must be taken that the temperature does not rise above 70°C or else the triethanolamine may be decomposed.

Cream No. 2, described above, is suitable for a more oily skin and is able to penetrate the skin more easily owing to its lack of paraffin and mineral oil. We should also notice that the mineral oil in Formula No. 1 can be displaced by any vegetable oil; in this respect, olive oil is most suitable. When vegetable oils are thus utilized, we must add a small percentage of an anti-oxidant to the cream, or else the cream will soon turn rancid. For this purpose we make use of the usual anti-oxidant for skin creams, such as sodium benzoate,\* etc.

#### TOO MUCH WATER CHEAPENS THE CREAM

Let us now consider something of a more general nature concerning the manufacture of latherless shaving creams. Many manufacturers make the mistake of cheapening the cream by including a very high percentage of water. The result is that the consumer soon learns that the cream is watery and is, from the economic point of view, of little

\* Sodium benzoate is not usually considered as an anti-oxidant and doubtless better can be found.



use to him. There is little to be gained by flooding the market with low-priced products of poor quality. Consumers will lose faith in the practical value of latherless shaving creams and in the long run the producer will suffer financially through his short-sighted policy. In the making of creams only the purest kind of paraffin and mineral oil should be used.

In *Soap* the pros and cons of the value of latherless shaving creams has been much discussed. It was concluded that these creams are particularly more beneficial for a sensitive skin than the usual shaving soaps and creams. This assertion has the support of our tests on a large number of people, almost all of whom have confirmed the aforementioned conclusion. In our test we used a latherless shaving cream of the finest ingredients containing petrolatum and paraffin oils as in Formula No. 1. But when we used a cream prepared as in Formula No. 2 the decision, as already seen, was not so favorable. In this case, the objection was that the cream penetrated the skin too rapidly. If it were not a question of making a special cream for people with oily skin, the manufacturer could, with a slight change in method, produce a really valuable cream by following the directions in Formula No. 1.

Many people first moisten the skin as a matter of expediency. After shaving the remaining cream, as already explained, can be massaged into the skin, or easily removed from the face while in the dry or wet stage.

A final decision on the advantages of lathering or latherless shaving creams cannot be made to cover all cases, since opinions will differ in accordance with the individual. But we can state unhesitatingly that latherless shaving creams in order to win and control the market will do so only when they are made from the finest of raw materials, resulting in truly valuable products. Likewise, the perfuming of such creams must be performed very carefully for in massaging the remaining cream into the face, the perfume affects the sensitive skin for some time.

### SOAP VALUES RISE

Comparison of soap figures for 1933, 1935, and 1937, recently issued by the Bureau of the Census, shows a gain of slightly more than 50 per cent in the value of manufactured products in the four-year period. Total value of products in 1937 was \$301,291,547, compared with \$200,127,929 in 1933 and \$239,152,130 in 1935. The figures also show a considerable rise in the wages paid in 1937, although the average number of wage-earners for the year remained virtually unchanged. Cost of materials, supplies, containers, fuel, and purchased electrical energy was practically doubled during the same period during the year 1937, rising from \$93,507,390 to \$185,169,789.

### SOFT SOAP SPECIFICATION

The National Bureau of Standards recently issued a new specification, P-S-612, for soft soaps for automobile and general cleaning. The specification, which supersedes P-S-561, becomes effective for the use of all Government departments not later than April 15. Copies may be obtained from the Superintendent of Documents, Washington, D. C., for five cents each.

### CANADIAN SOAP MANUFACTURE

The production of soap, washing compounds and cleaning preparations in Canada is increasing. In 1937 there were 101 establishments making such products. The average number of employees was 2,284; the cost of materials at the works was \$11,253,146 and the gross selling value of products at the works was \$19,693,888. In 1936 the gross selling value was \$16,313,502.

## Soap Materials Market

### Tallow and Grease

Tallow, New York, Special .05¼c. Edible, New York, .05¼c. Yellow grease, New York, .04¾c-.05c. White grease, New York, .05½c-.05¾c.  
Rosin, New York.

Gum B. ....	4.75	I .....	6.97½
D .....	5.00	K .....	7.00
E .....	5.25	M .....	7.10
F .....	5.62½	N .....	7.25
G .....	6.85	W. G. ....	7.55
H .....	6.95	W. W. ....	8.35

Starch, Pearl, per 100 lbs. ....	2.85	- 3.05
Starch, Powdered, per 100 lbs. ....	2.60	- 2.80
Stearic acid, single pressed, per lb. ....	.10	- .11
Stearic acid, double pressed, per lb. ....	.10½	- .11½
Stearic acid, triple pressed, per lb. ....	.13¼	- .14¼
Glycerine, C. P., per lb. ....	.14½	- .15
Glycerine, dynamite, per lb. ....		nom.

### Oils

Cocanut, edible, per lb. ....	.08¼	
Cocanut, Manila, crude, per lb. ....	.03¼	.03¼
Palm, Sumatra, per lb. ....	.02¼	
Palm, Niger, per lb. ....	.03¼	.03¾
Palm, Kernel, per lb. ....	.0345	nom.
Cotton, crude, per lb. ....	.08½	
Soya Bean, crude, per lb. ....	.061	.065
Corn, crude, per lb. ....	.06	
Castor, No. 1, per lb. ....	.11¼	
Castor, No. 3, per lb. ....	.08¼	.09¼
Peanut, crude, per lb. ....	.06	nom.
Peanut, refined, per lb. ....	.09	.09¼
Olive, denatured, per gal. ....	.85	.86
Olive Foots, prime green, per lb. ....	.06¼	.07

### Chemicals

Soda, Caustic, 76 per cent, per 100 lbs. ....	2.95	
Soda Ash, 58 per cent, per 100 lbs. ....	1.10	
Potash, Caustic, 88@92 per cent, per lb., N. Y. ....	.07	
Potash Carbonate, 80@85 per cent, per lb., N. Y. ....	.05½	
Salt, common, fine, per ton. ....	15.00	19.70
Sulphuric acid, 60 degrees, per 100 lb. ....	1.25	
Sulphuric acid, 66 degrees, per 100 lb. ....	1.50	
Borax, crystals, 80 tons min., dlv'd., ton. ....	58.00	
Borax, granular, 80 tons min., dlv'd., ton. ....	53.00	
Zinc oxide, American, lead free, per lb. ....	.06¼	.07½



# THE AMERICAN PERFUMER

# FLAVORS

Department

## Proper Labeling of Extracts and Flavors

*Suggestions offered by John S. Hall after conference with government officials*

THE proper labeling of flavors and flavoring extracts under the Federal Food, Drug and Cosmetic Act was taken up by Dr. Frank M. Boyles, chairman of the Research Committee, and John S. Hall, counsel of the Flavoring Extract Manufacturers' Assn., at a conference March 20 with Dr. J. W. Sale, chief of the Beverage section of the F.D.A.

The sections which mainly control the manner in which flavors or extracts must be labeled in the law and the regulations are: 201n, 402, and 403i and k.

### HOW EXTRACTS SHOULD BE LABELED

It is the opinion of both men from the conference had with Dr. Sale, that on and after June 25 it will be necessary in the manufacture and sale of extracts such as almond, anise, celery seed, cinnamon, cassia, cassia cinnamon, ceylon, clove, ginger, nutmeg, peppermint, rose, savory, spearmint, star anise, sweet basil, sweet marjoram, marjoram, thyme, tonka, and wintergreen, to plainly set forth on the label, after the respective name, that the extract contains the oil of the respective aromatic plants or parts of the plant, as, likewise,



John S. Hall  
Counsel of  
F.E.M.A.



Dr. Frank  
M. Boyles  
Chairman  
of Research  
Committee

alcohol, water, and any other added ingredient. In other words, the proper labeling would be:

2 ounces  
(trade brand)  
Anise Extract  
water, alcohol, oil of anise, (etc.)  
Hall's Extract Company  
Chicago, Illinois

The above rule would also apply to flavors where the vehicle for holding the oil in suspension is other than alcohol, such as glycerine or water. In that instance, the finished product would have to be labeled as a "flavor," and immediately thereafter the list of the ingredients, such as water, glycerine, gums (if any), oil of (flavoring), and artificial coloring (if any).

The Department is insisting that the foregoing references be plainly stated on the label. Particular reference was made to the contents of the package which must be plainly stated in bold type, also the name and address of the manufacturer.

### PERCENTAGE OF AROMATIC PLANTS

In the foregoing references, no mention is made of the percentage of oil of the respective aromatic plant or parts of the plant contained in the extracts or flavors. It is the understanding of the counsel for the association that the officials of the Department are not requiring that the actual percentage of the oil contained in the extract or flavor be stated on the label; but it is necessary, in the finished extract or flavor, to have the same percentage as required under the definitions and standards in the old Service and Regulatory Announcements under the old Act. Officials of the Department are taking the position that until such time that definitions and standards are promulgated by the Secretary of Agriculture for all extracts or flavors, it is necessary that the extracts or flavors contain the same percentage of oils in order to be entitled to the use of the common or usual name. The Department's position is that from long usage of the former definitions and standards as contained in the old Service and Regulatory Announce-

ments, they are considered as the historic background, and only extracts or flavors made in conformity therewith are entitled to the use of the common or usual names.

#### 4. LABELING IMITATION FLAVORS

In a letter to Mr. Hall, W. G. Campbell, chief of the F.D.A., says: "We have been giving careful consideration to the labeling, under section 403i (2) of the Act, of imitation flavors which contain a large number of individual flavoring ingredients, many of which bear complex chemical names with which most purchasers are unfamiliar.

"We believe that the Act does not contemplate the listing on the labels of food flavors of such chemical names as acetyl methyl carbinol and ethyl oenanthate, as such names cannot be regarded as common or usual names of these ingredients. On the other hand, the public is more or less familiar with some of the more common synthetic flavors such as vanillin and coumarin, with the various essential oils such as fennel, cinnamon, clove, bitter almond, etc., with true flavors derived from plant material or fruits such as maple flavor, strawberry flavor, etc., and with such usual ingredients of flavors or imitation flavors as sugar, water, alcohol, glycerol, phosphoric acid, citric acid, and tartaric acid. We are of the opinion that all such substances with which the public is more or less familiar and which are defined in dictionaries should be listed by their specific names on the labels of food flavors and imitations which are subject to the requirements of section 403i(2).

"The listing of the other ingredients referred to above which bear complex chemical names and with which the public is unfamiliar, can serve no useful purpose and such names cannot be regarded as the common or usual names of the ingredients within the meaning of the Act.

"Under these circumstances, it is not our purpose to take regulatory action against imitation food flavors which describe such constituents as ethyl oenanthate and other esters bearing unfamiliar names, diacetyl and other ketones bearing unfamiliar names, and heliotropin and other aldehydes bearing unfamiliar names, as artificial flavor consisting of synthetic esters, ketones, and aldehydes.

"The other constituents referred to above which bear such common or usual names as vanillin, coumarin, clove oil, sugar, water, phosphoric acid, etc., should be listed by their specific names when such of these ingredients as are artificial flavors are referred to as artificial flavors."

#### WHEN GENUINE FLAVORS ARE USED

Regarding the question of the proper labeling of articles of food which in part contain natural extracts or flavors, as, likewise, imitation extracts or flavors, Dr. Sale took the position that when genuine flavors were contained in the finished article of food then the use of the words "—Flavoring" (for example, "Vanilla Flavoring") must be plainly stated as one of the ingredients in the fabricated food; that when an imitation extract or flavor is contained in a finished article of food

then the words "Artificial Flavoring" or "Artificial —Flavoring" must be plainly stated on the label as being an ingredient.

Relative to the necessary labeling requirements of a fabricated food containing vanillin, it is the understanding of the counsel that on several occasions the Department has expressed itself that when vanillin is contained in a fabricated food, all that is necessary is that that fact be plainly stated on the label as being one of the ingredients. The Department is now taking the position that when vanillin or any other artificial or synthetic flavoring is contained in a fabricated food, under section 403k and the regulations, the finished product must bear a statement that "Artificial Flavoring" or "Artificial Vanillin," (etc.,) is contained therein.

#### DECEPTIVE CONTAINERS

In reference to deceptive containers, Dr. Sale indicated that this responsibility rested with the individual manufacturer, and in reference to the Department's possible position, it may be patterned somewhat after the North Dakota deceptive container act, with exemptions provided for certain small containers.

Manufacturers of flavoring extracts and flavors are advised to revise their labels to bring them within the new act. The possibility of further exemptions is uncertain.

#### F. E. M. A. COMMITTEES

**C**OMMITTEES have been appointed to handle all details of the forthcoming thirtieth annual convention of the Flavoring Extract Manufacturers' Assn., June 5, 6 and 7, in the Hotel Pennsylvania, New York, N. Y.

The general chairman is Dr. Clarke E. Davis, who called a meeting March 10 to plan the entertainment features. John R. Beach and E. L. Brendlinger are members of the general committee. Other committees are:

Registration: William F. Fischer, chairman; George Green, F. Deming Hoyt, Gert Keller, Dr. Eric Kunz, Ray B. Perrige, George L. Ringel, William J. Sunn and William A. Upham.

Golf: Frank W. Green, chairman; Ralph E. Dorland, Harry W. Heister, Philip Heusler, J. L. Sweetman, C. L. Lightfoot, R. Gordon Smith, Dr. R. S. Swinton and Victor E. Williams.

Night Club: J. Baird Magnus, chairman; Edward S. Buckley, Charles F. Bowey, Michael Cortizas, H. W. Farrell, Louis Gampert, Alexander Leith, Norman R. Mott, Joseph Rears and Wm. A. Dolan.

Dance: Louis A. Rosett, chairman; T. J. Bennett, Charles O. Homan, R. H. MacDonnell, William Miller, Dr. D. R. Pinneck, Louis Price, Cecil W. Rice and Thomas Whitney.

Banquet: Fred W. Stechmann, chairman; Francis C. Brown, Albert C. Burgund, W. J. Hogan, D. J. Honan, Jason S. Kent, Harry D. Porter, Robert Rosenbaum, Frederick C. Theile and B. A. Toby.

Favors for Ladies: George W. Mueller, chairman; Lewis H. Allyn, Jacob [Continued on page 112]



# EDITORIALS

## DRASTIC TRADE MARK BILLS

IF the owners of trade marks, names, etc., fail to register them by paying a registration fee, according to provisions in bills introduced in several states, within six months after the act becomes effective the trade marks, names, etc., become public property and anyone may register them. Comment on such provisions is unnecessary. But it is important to know that at the present time Nevada and several other states are now considering trade mark laws. A similar drastic trade mark law introduced in Nevada in 1937 was defeated only by the veto of the governor. The persistence with which such bills are introduced is an indication of the force behind them; and also of the necessity for alert and enlightened opposition.

## AN ERA OF CONFUSION

PROBABLY the greatest era of confusion ever faced by the industry was precipitated by the enactment of the Wheeler-Lea amendment, the Federal Food, Drug and Cosmetic law and the promulgation of regulations by the Food and Drug Administration; for never before has the cosmetic industry been subject to regulation.

By law, the Food and Drug Administration has jurisdiction over labeling; and the Federal Trade Commission has jurisdiction over advertising exclusively. The former declares that it has no intention of stretching its labeling authority to regulate advertising. Yet it regards advertised claims as evidence of a manufacturer's interpretation of his labels; and may classify a product as a drug or cosmetic according to the claims made for it. On the other hand, in the Federal Trade Commission, there is a belief that it is not deprived of jurisdiction over labeling. While it does not exercise such jurisdiction now, there is a possibility in an appropriate case that it might do so. Consequently, rulings of both must be given consideration.

To guide the perplexed cosmetic manufacturer,

in revising his labels to conform with the law, the AMERICAN PERFUMER has inaugurated a Label Emergency Service for its subscribers. Its scope and purposes are explained elsewhere in this issue.

## FATE OF SUNBURN PREVENTIVES

SUN tan products, or more accurately, sunburn preventives, have in an amazingly short time, grown into a lusty and lucrative phase of the industry. At the present time, the Food and Drug Administration is of the opinion that these preparations are "drugs." They will therefore be subject to minimum specifications of therapeutic function. Who shall decide this minimum?

So far it appears that two standards have been promulgated. Good Housekeeping Institute feels that a protective film which prolongs by 100 per cent the time required to produce a "minimum perceptible erythema" by a filtered mercury arc, is adequately efficient. Mr. Louis Stambovsky has claimed since 1933 that a transmission of 5 to 10 per cent of filtered mercury arc radiation is the maximum allowable for comprehensive consumer protection.

How the F.D.A. will view the problem is not known but it is felt that immediate and concerted action by all those concerned will help to mitigate the fate of sun burn preventive preparations.

## ADJUSTING EMPLOYEE GRIEVANCES

"NEVER lose your sense of humor. If you lack that sense, let some other executive carry the ball. Never lose your temper. Don't say 'No' until you have carefully discussed the problem in question," said the late John H. Goss of the Scovill Mfg. Co., a master in the art of understanding and training employees. There is a whole sermon in that homely advice for those who are called upon to adjust grievances and working conditions with employee groups.



# CALIFORNIA COSMETIC ASSOCIATION

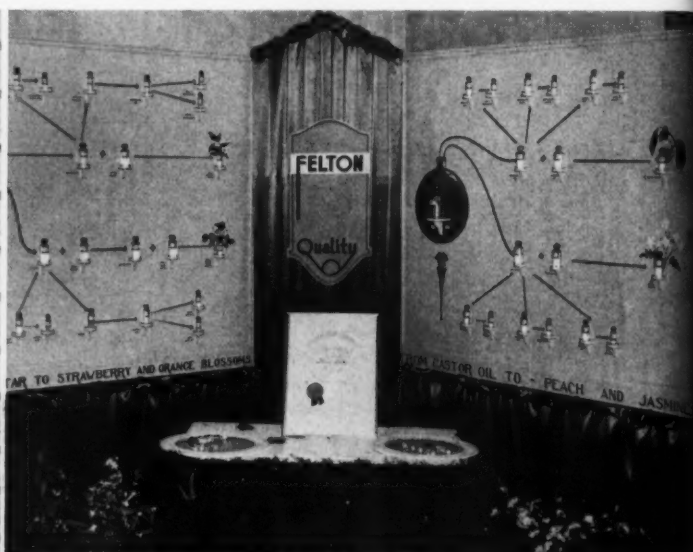


William Nassour  
Reading from left to right: top, Carr-Lowrey Glass Co. and Felton Chemical Co.; bottom, Fritzsche Bros. and Florasynth Labs.

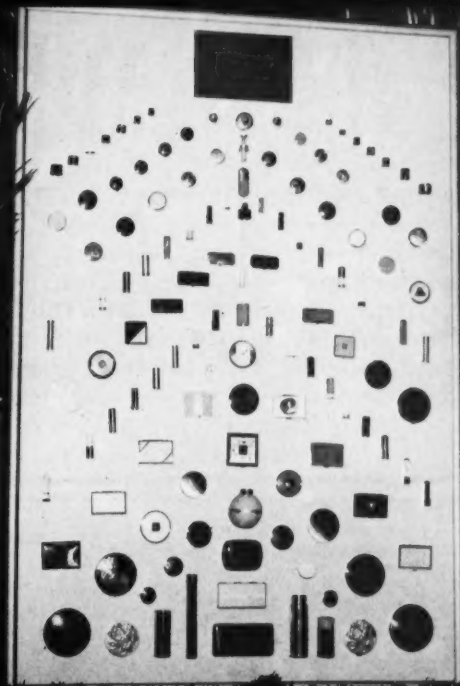
THE Sixth Annual Exhibit and Display of the California Cosmetic Association was held at the Santa Monica Deauville Club, Los Angeles, February 25, followed by a dinner and dance. F. G. Stolle, of the Associated Oil Co., was chairman and awarded the cup for the most outstanding and educational display to Dr. Alexander Katz of Florasynth Laboratories, Inc. William Nassour, of Castilian Products, who is presi-

dent of the association, headed the friendly informal gathering of about 400 persons. Some of the many interesting displays are shown here. Other members who participated were: Albert Albek, Inc.; Baldwin & Baldwin; Braun Corp.; L. H. Butcher Co.; Chase Brass & Copper Co.; Glass Containers, Inc.; H. R. Laist Company; H. Kohnstamm Co.; Los Angeles Chemical Co.; George Lueders & Co.; Merck & Co.; Pacific Label Co.; Pfaltz & Bauer Chemical Co.; Phoenix Metal Cap Co.; W. C. Ritchie Co.; Roure-Dupont; L. Sonneborn & Sons; and Van Dyk & Co., and many other cosmetic supply houses and their representatives.

Reading from left to right: top, Carr-Lowrey Glass Co. and Felton Chemical Co.; bottom, Fritzsche Bros. and Florasynth Labs.



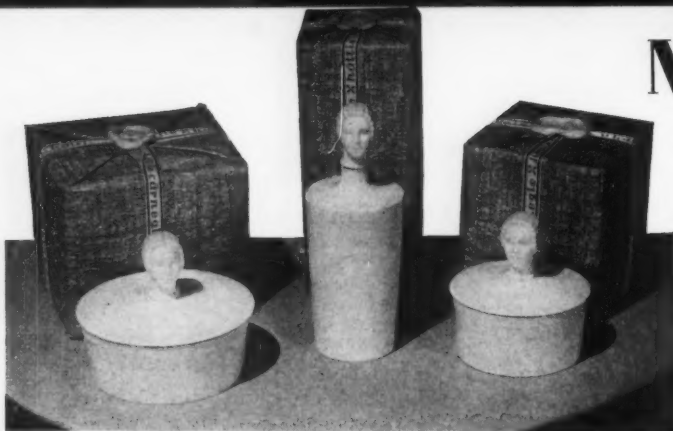




Reading from left to right: top, Scovill Manufacturing Co.; middle, Owens Illinois Can Co., and C. H. E. Dunn; bottom, Givaudan-Delawanna, Inc. and Hazel Atlas Glass Co.



# NEW PACKAGES

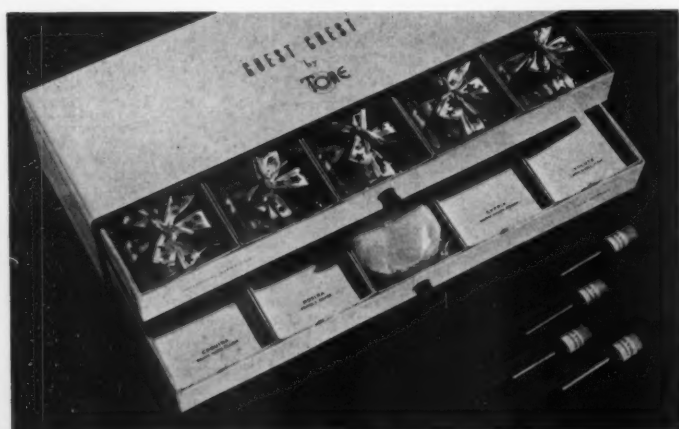


**1 . . HATTIE CARNEGIE, INC.:** A refreshing innovation in cosmetic packaging is this American designer's presentation of a new cosmetic line of creams and powder. The preparations come in plastic containers which fit into ivory Lenox China jars. Tweed paper is used for the outer packages with blue and white tape and a blue seal. Perfume and cologne are available in crystal companion figures.



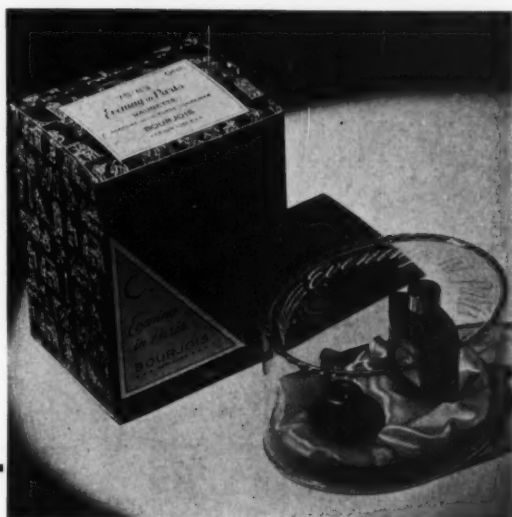
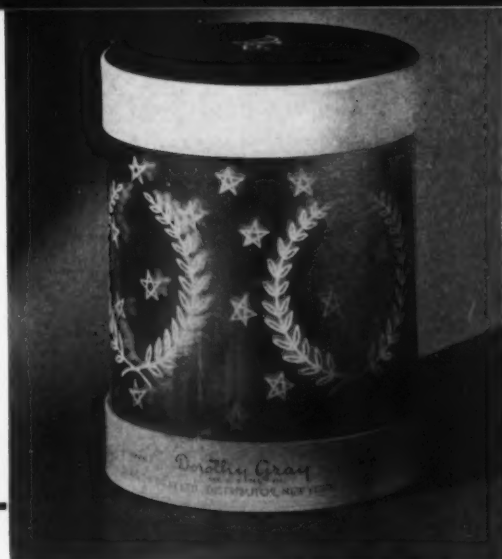
**2 . . PRINCE MATCHABELLI, INC.:** A timely addition to the royal perfume family this spring is the new Russian Easter Lily perfume. The compelling fragrance of the Black Sea lily is rendered in this new delicate, feminine scent, lacking entirely the heady sweetness usually associated with the lily. The perfume is presented in the familiar crown bottle—either frosted or gilt. The same fragrance has been available in cologne for some time.

**3 . . LUCIEN LELONG, INC.:** A new sachet, presented in powder form so that it may be adapted to a number of uses, makes its bid for spring trade in a dainty frill-cut bottle with a shiny gold metal cap and gold foil label. It is offered in five of this firm's most popular fragrances: Indiscret, Opening Night, Mon Image, Whisper and Gardenia.



**4 . . TONE LABORATORIES, INC.:** A customer's enthusiasm at the cosmetic counter over this firm's lipstick testers in sanitary containers suggested the idea of a guest chest. It is black and white with double compartments. The upper one contains individual applicators in five assorted lipstick shades and the lower one has four generous containers of loose powder and individual puffs.

**5 . . DOROTHY GRAY CO., LTD.:** A new dusting powder in three different scents is offered by this company in a handsomely decorated transparent cellulose cylinder lined with a background of metal foil paper. It also has a convenient shaker top. The three scents are: golden orchid, distinguished by a gold background; jasmin bouquet, with a Wedgwood blue background; and rose geranium bouquet, with an orchid-rose background.



**6 . . BOURJOIS, INC.:** The Daubette perfume package has a new applicator feature, ideal for the purse. It is a small plastic container about the size of a rouge pot with a sponge attached to the cover. Perfume is applied by saturating the sponge and then touching it to the skin. The new container is presented, together with a bottle of Evening in Paris perfume, in a satin base box with a decorated transparent acetate cover.

**7 . . MAISON JEURELLE:** Six Thirty, a new spicy, amber fragrance for evening, comes in a tear bottle tied with soft rose and blue ribbon. The bottle nestles in shredded rose paper in a natural wood box with a slide cover. The natural colored labels are printed in rose. The name aptly suggests the dinner dressing hour and also the Fifth Avenue New York address of the company.

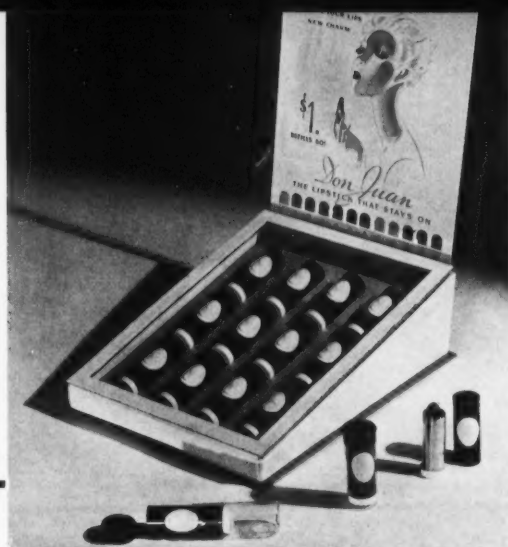


**8 . . ELIZABETH ARDEN:** A charming suggestion for a lapel gadget, corsage pin or hat pin is this concern's perfume pin offered as a gift item on a blue satin, moss fringed, lace frilled pin cushion. Each pin is topped with a round globe of perfume sealed by a colored glass stopper. Each of the four contains a different fragrance: Cyclamen, Blue Grass, Night and Day, and White Orchid. The box is pink with a blue satin top.





**9 . . VALDOR, INC.:** One of the largest selling lipsticks overseas is now being made in America and sold under the name "Don Juan" in an all-plastic package. It will not come off when eating, smoking, swimming, etc., the makers state, so that re-touching is unnecessary. The black plastic container has a white plastic cameo affixed and each has an outer transparent protectoid container. Twelve colors are offered.

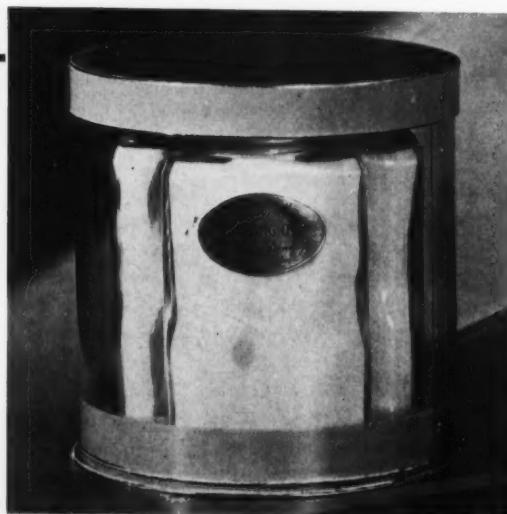


**10 . . FABERGÉ, INC.:** This house announces Bath Oil Extraordinaire, a condensed oil version of the worldly "Aphrodisia" odor, so potent that only a few drops are needed to perfume and soften the water. Hence, a dropper is provided with each bottle. The oil dissolves completely in water, it is stated, and so is ideal after a shampoo or for scenting lingerie. Crystal flacons with leakproof crystal caps are used.



**11 . . YARDLEY & CO., LTD.:** An outstanding feature of this firm's new gold finish compact is the release of the cover by a slight pressure on the lipstick case—thus avoiding the usual catch so destructive to fingernails. A neat leaf pattern is traced in black enamel with a narrow band of lacquer red outlining the engine turned cover. An extra lipstick is attached for those who wish to carry a lighter shade for evening.

**12 . . FRANCES DENNEY:** In line with the current vogue for foaming bubble bath preparations, this firm offers an effervescent bath powder "Bubbling Over" in a handsome gift package. Three bottles of the powder in different colors stand in a turquoise blue base and are encased in a heavy cellulose cylinder with a turquoise top edged in gold. The bottles have white plastic caps and gold labels.







## THE "EARLY AMERICAN" VOGUE

by a new, economical multi-color process

The popular Early American motif will soon grace the cosmetic counters of stores all over the country — in the four illustrated vanities. One is brass, one brass and molded plastic, two are aluminum. The better to capture the current style market, all four designs are applied with flexible, economical use of several colors, made possible by a new Scovill process.

New freedom of design and treatment, at a reasonable cost, is constantly opening up to cosmetic manufacturers who turn to Scovill. Many a design or method of

handling, kept from the market because of die costs, can now be economically used.

Whether you wish to capitalize on the Early American Vogue, or other treatment, or to win the market with some other saleable container or closure — get in touch with Scovill now. A representative from any of our offices will gladly show you samples of the vanities illustrated here, and of other recent Scovill developments. Or, if you wish us to work out practical production for some new idea, blueprint, or model — our stylists and engineers are at your service.

*The Majority of Brands  
in Leading Stores have  
Scovill-Made Containers*



Hutzler Brothers, top-flight Baltimore department store, carries 25 brands of cosmetics. And 52% of these brands are made by manufacturers who have come to Scovill for one or more items in their line.

# SCOVILL

MANUFACTURING COMPANY

*Drug and Cosmetic Container Division*

79 MILL STREET • WATERBURY, CONN.

Boston, Providence, New York, Philadelphia, Syracuse, Pittsburgh, Chicago, Cincinnati, San Francisco, Los Angeles. IN CANADA: 334 King Street, East, Toronto, Ontario.

# desiderata

by MAISON G. DE NAVARRE

**New Hair Waver** A new material just made available gives finger waving solutions of stringy gum type, similar to mucilage of quince seeds. Use from 1.5 to 2 per cent of the material along with certain other chemicals and you have a non-flaking, stringy waving fluid. If you prefer, a concentrate can be made with alcohol, such that when a small portion of the mixture is added to water, it will give a waving fluid of the desired consistency.

**Emulsions** When using gelatin as an emulsifying agent along with tragacanth or acacia, a special gelatin having an iso-electric point of 4.7 is most useful, as it becomes completely hydrolyzed at pH 8 and can be used in alkaline emulsions, according to Tice. This will explain the failure of gelatin used in the past as an emulsifying agent, if it has not been tested in advance to check its iso-electric point.

**Permanent Wave Damage** A lawsuit was lost by a local beauty shop in the last few weeks, with the customer getting a \$1,500 verdict from the jury. Why? Because the lady claimed she was burned by chemicals dripping from the chemical heating pad, resulting in dropping out of the lady's hair and a scalp disease. It wasn't due to any steam generated. Just the accidental dripping of the watery solution of chemicals from the chemical heating pads such as are now in vogue.

This ought to serve as a warning to all manufacturers of such chemical heating pads. For while most systems of waving have protective devices of one kind or another, apparently the system used by the operator above mentioned was not sufficiently protective to the client in the eyes of the jury, or their verdict would have been different.

We hear so many different remarks about the variety of chemical heating pads, that one sometimes wonders

how so little damage is done. Methinks we underestimate the operator's ability. For some of the pads the little girls in white have to handle, are plenty badly put together. A little more research would not be amiss.

**Oil Flouze** A recent essential oil having a powerful odor has possibilities in unusual notes, and especially in overcoming the odor of raw alcohol. Especially useful in floral types.

**New Bulletin** The latest bulletin to be off the press in the next few weeks or so, is that on the treatment of alcohol such as is used in making toilet water and perfumes, so as to overcome the harsh odor of the raw alcohol. We have quite a number of requests for this bulletin on hand, and these will be taken care of at once. But another new bulletin is in the offing. This is a completely revised and enlarged Wetting Agents Bulletin which has been out of print for almost a year. If you are one who did not get your copy or who want to be kept up to date, be on the lookout for the announcement of publication of the Wetting Agents Bulletin No. 9. The only bulletin in print at this time is No. 7 on *Emulsions*.

**Sun Tan Products** If you plan on staying in the sun tan field this season, better start getting ready with new labels stating qualitatively, the active portions of your product. If you are using a proprietary compound, better find out what this is chemically so you can so state it.

## COSMETICS AID DERMATOLOGY

DR. P. B. MUMFORD, an eminent British dermatologist, in collaboration with a firm of manufacturing chemists, has carried out important work reported in *Brit. Journ. Derm. Syph.*, vol. 50 (1938), p. 540 and *Brit. Medical Journ.*, for Feb. 11, 1939, in which advantage has been taken of cosmetic technique for production of a self-emulsifiable oint-

ment basis and for protective creams.

The special ingredient in each case is a mixture of palmityl and stearyl alcohols together with about 10 per cent of phosphated esters, a product which has been in use in cosmetic manufacture in Great Britain for some time under the name "Lanette Wax SX" (new grade).

Compounded with white petroleum jelly and liquid paraffin, in the proportion of 2 parts each of the alcohol-ester mixture and petroleum jelly and three parts of liquid paraffin, an ointment basis results with which either water-soluble or oil-soluble medicaments may be compounded, or, if desired, both types. Owing to their self-emulsifiable character, ointments so prepared are not shielded from the skin by serous discharge, which is the case with ointments of a purely fatty character, and is a drawback to the latter's utility.

Moreover, the new ointments can readily be removed from the skin and from linen without the necessity for using strong detergents. Highly efficient skin protective ointments can be made by means of the same alcohol-ester mixture, in conjunction with liquid paraffin, paraffin wax or lanolin, water, and perfume. Lanolin is used when waterproofing is required. The strong detergents used in cleaning the hands is the cause of much occupational dermatitis. If the hands are coated with one or other of these protective preparations, however, the cream being gently massaged in until the skin appears normal, dirt is easily removed without the need of strong detergents. Tests show that the cream when so used is not transferred from the skin to objects handled, an important consideration in certain industries.—H. S. Redgrove

## COMING MEETINGS

May 22-24—Toilet Goods Assn., Hotel Biltmore, New York, N. Y.

June 5-7—Flavoring Extract Manufacturers Assn., Hotel Pennsylvania, New York, N. Y.

*The American Perfumer*

*Maryliss* ... the most recent odor development of the Givaudan Laboratories, is a new and more powerful base of the Muguet family. Use it to endow your extracts, creams and lotions with a more flowery effect... and a truly arresting originality. We will be glad to supply samples on request.

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# TECHNICAL ABSTRACT SECTION

APRIL 1939

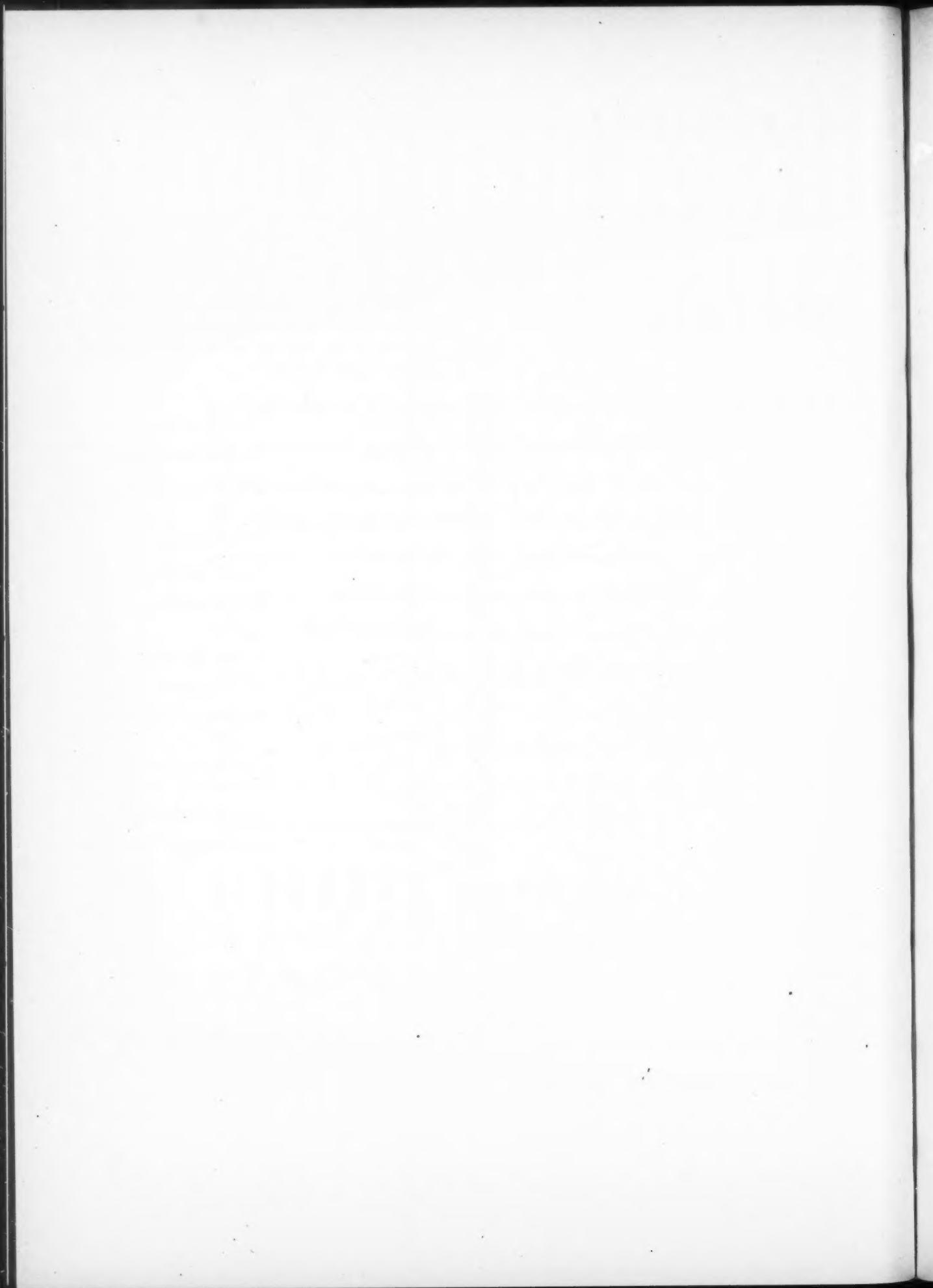
Compiled by Maison G. deNavarre,  
Technical Editor of The American  
Perfumer \* \* \*

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The brief abstracts listed in this section provide you with a convenient key to the current scientific literature of the world on perfumes, cosmetics, toilet preparations, soaps, etc.

A—Analysis	N—Antiseptics
B—Perfumes	O—Hair Preparations
C—Essential Oils	P—Sun tan Preparations
D—Cosmetic General	Q—Miscellaneous
E—Deodorants	R—Oils and Fats
F—Depilatories	S—Shaving Preparations
G—Creams General	T—Skin Absorption
H—Emulsion	U—Dermatitis
I—Face and Other Powders	V—Manicure Preparations
J—Make-up	W—Wetting and Foaming Agents
K—Shampoo	X—Foot Preparations
L—Soaps	Y—Permanent Waving
M—Dental Preparations	

T H E  
A M E R I C A N  
P E R F U M E R



## A Analysis

**Aluminum, Volumetric Determination of by Pyrogallol**, A. V. Pavlinova. *J. Appl. Chem. (U.S.S.R.)*, 10, 1718, 1937. Ordinary sugars and glycerol do not prevent precipitation of aluminum. Pyrogallol prevents precipitation and frees an equivalent of acid from the aluminum salt as follows:  $Al^{+++} + C_6H_3(OH)_3 \rightarrow 3H^+ + C_6H_3O_3Al$ . The free acid is titrated by adding a 3 per cent solution of pyrogallol.

**Ambergris**, W. Treff. *Fette u. Seifen*, 45, 106, 1938. A description of the probable method of formation, along with a study of chemical constitution and determination of adulteration. Notes on usefulness in perfumery are appended. (Through *la Parf. Moderne*.)

**Ammonium Oxalate**, Standard for Permanganate Titration, M. M. Krilov. *J. Prikl. Khim.* 9, 2065, 1936. An aqueous solution of ammonium oxalate is precipitated by a 96 per cent ethyl alcohol as an anhydrous salt. It is then dried to constant weight at 85 to 90°C. The product is of constant composition, but tends to be slightly hygroscopic. (Through *J.A.Ph.A.*)

**Cassia and Detection of Synthetic Cinnamic Aldehyde**, F. D. Dodge. *American Perfumer*, 38, No. 3, 30, 1939. A discussion of earlier adulterations of cassia oil, with a method of determining adulteration with synthetic cinnamic aldehyde. Other adulterations may be detected and tests for these are given.

**Chemical Microscopy of Essential Oils**, II, Bitter Almond Oil, L. W. Green. *American J. Pharm.*, 111, 10, 1939. The earlier work of Rosenthaler is confirmed. The author describes the following reactions: oxidation with alkalis, phenyl hydrazine, p-nitrophenylhydrazine, semi-carbazide, and with sodium acid sulphite. Illustrations of the crystal formations are included.

**Cholesterol, Determination of**, F. E. Kelsey. *J. Biol. Chem.*, 127, 15, 1939. The precipitated digitonide is decomposed by boiling with benzene

and the free sterols are isolated by petroleum ether extraction and assayed by the Liebermann-Burchard reaction. There is no trick to the manipulation, it is reported, and contaminants apparently do not interfere. (Through *C.A.*)

**Cysteine and Cystine, Colorimetric Determination of with Phosphotungstic Acid**, A. Schoberl & P. Rambacher. *Biochem. Z.*, 295, 377, 1938. The Pulfrich photometer is used in the colorimetric determination of cysteine, cystine and thioglycolic acid by phosphotungstic acid. The effects of temperature and sulphite concentration on the reaction were studied. (Through *J.A.Ph.A.*)

**Determination of Rosin in Soap**, Notes on McNicoll Method for, E. Randa & E. L. Boley. *Oil & Soap*, 15, 313, 1938. The following has been established: McNicoll Method is rapid and easy to run; it gives reliable and consistent results; neither grade or type of rosin affect the test; it gives satisfactory results in laundry soap analysis.

**Glycerine, Detection of in Admixture with Water-Soluble Substances and in Great Dilution**, F. Schutz. *Papier-Fabr.* 36, 55, 1938. The glycerine mixture is mixed with a 1 per cent solution of anthrone in sulphuric acid. On heating to 120° a yellow color turning to red reaches a maximum intensity at 175° when it may be compared with standards. A reddish fluorescence is manifest and is specific for glycerine. Reducing agents have no effect. Limit of sensitivity is 0.5 part in 10.5 parts. (Through *J.A.Ph.A.*)

**Methoxyl Index of Some Gums**, Acacia and Tragacanth, M. M. Janot & P. Gonnard. *Compt. Rend.*, 207, 594, 1938. Methoxyl index for acacia 9 samples, 0-12.4; tragacanth 9 samples, 18.6-38. Other gum values are also reported. For methoxyl value determination see *C.A.* 32, 2767, 1938. (Through *C.A.*)

**New Reaction for Triethanolamine**, E. Pozzi-Escot. *Rev. Scienc. Peru*, 40, No. 424, 279, 1938. Extract from mixtures with chloroform and distill *in vacuo*. Characteristic crystals are obtained with mercury bichloride. A strongly alkaline solution treated with

bromine produces a yellow color, which on diluting and neutralizing shows characteristic color reactions of aldehydes and phenols. (Through *C.A.*)

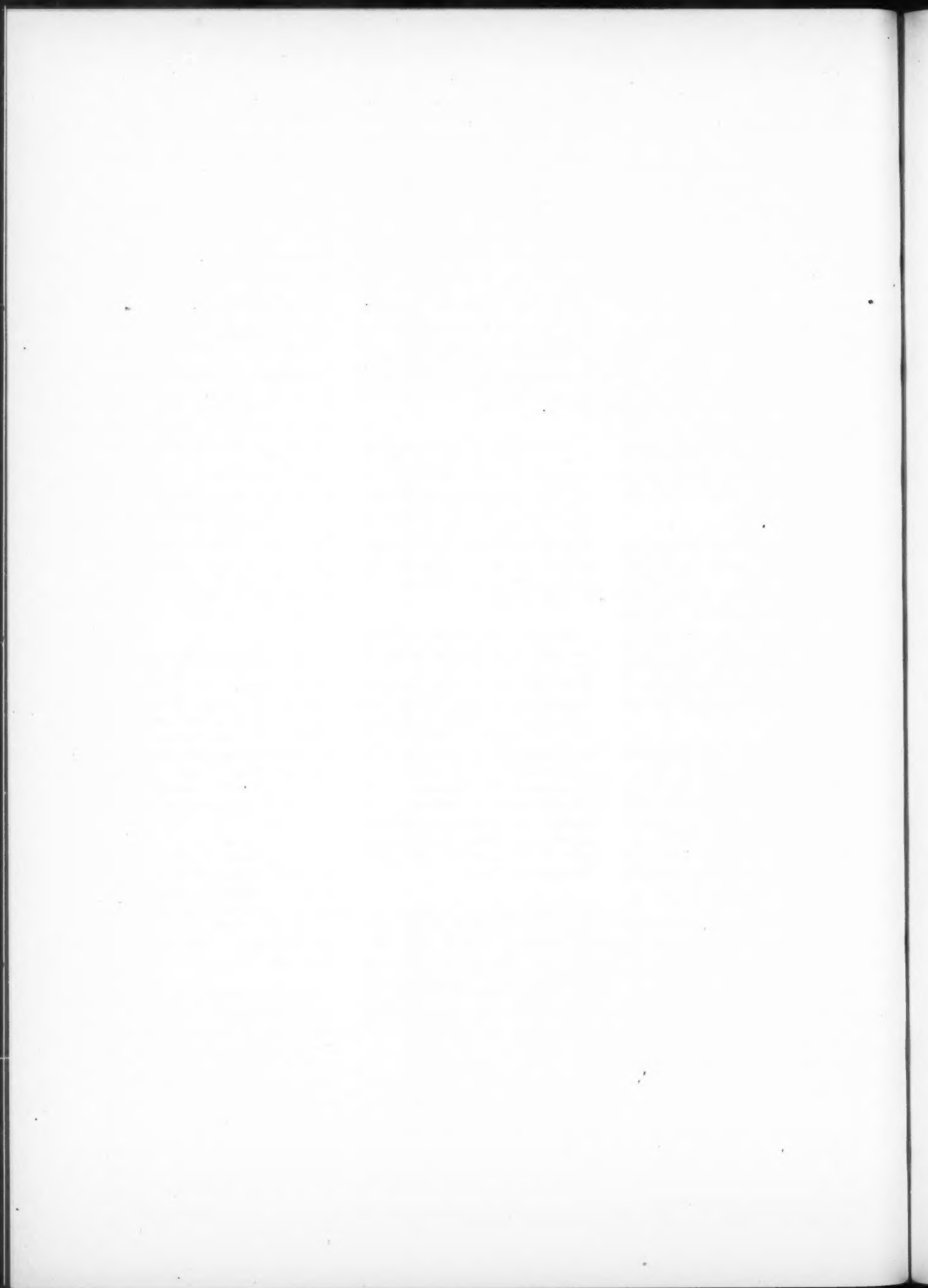
**Sodium Sulphite, Determination in admixture with sulphate**, L. M. Solts. *Farm. Zhur*, 3, 37, 1936. Boil the sample with phosphoric acid, passing the vapors through a dilute alkaline iodine solution.  $SO_2$  evolved is oxidized to sulphate, which can be precipitated as barium sulphate. (Through *J.A.Ph.A.*)

**Stability of p-Hydroxy Benzoic Esters**, F. Reimers. *Dansk Tids., Farm.*, 12, 240, 1938. Four equivalents of bromine are used in the bromometric titration before saponification, and 6 after. In the first case, di-brom derivatives are formed, while in the latter the tri-brom derivative forms. From such titrations, the degree of hydrolysis of esters can be determined. Boiling aqueous solutions does not cause saponification. The sodium salts of commercial preparations are hydrolyzed to a large extent. (Through *C.A.*)

**Sulphur, Reaction for**, L. van Itallie. *Pharm. Weekblad* 75, 278, 1938. When a small amount of sulphur is added to 4N sodium hydroxide solution to which a little pyridine is added, a blue color appears in the pyridine layer, gradually changing to green and finally brown. Pyridine can be replaced by acetone but the blue color is more greenish. (Through *J.A.Ph.A.*)

**Universal Buffer**. *Biochem. Z.*, 299, 416, 1938. Translated by H. J. Prebluda. A buffering solution of constant and universal buffering ability is described. A pH of from 2.0 to 12 can be obtained. (Through *Alcohol News*, Feb. 1939.)

**Volumetric Determination of Aluminum Using Sodium Citrate**, A. C. Titus & M. C. Cannon. *Ind. & Eng. Chem., Anal. Ed.*, 11, 137, 1939. The method is applicable to solutions free from appreciable quantities of iron, and depends on the reaction of citrate with aluminum ion, in which the alkali citrate liberates 2 hydrogen ions for each aluminum ion. The authors elaborate a method free from the objections to earlier technique.





## B Perfumes

**Acetals.** *D.R. Pat.* 664,272. Cyclic acetals of formaldehyde are obtained by reacting the formaldehyde with an organic oxide in the presence of an acid catalyst. The products are useful solvents.

**Acetals in Perfumery.** C. Fuchs. *Fette u. Seifen*, 45, 511, 1938. Acetals are more stable than the corresponding aldehydes and find use in soap.

**Ambergris.** W. Treff. *Fette u. Seifen*, 45, 106, 1938. (See item under Section A.)

**Carnation and Its Chemical Relations.** Anon. *Givaudanian*, Feb., p. 1, 1939. A discussion of the composition as determined by various workers from time to time. Suggestions on compounding a successful carnation odor utilizing certain specialties are mentioned.

**Cyclic Lactones.** *Brit. Pat.* 490,044. Heat together an ester of hydroxy acid with an alkaline catalyst such as sodium alcoholate, the ester being so chosen as to be the more volatile of the mixture is carried over by other volatile vapors formed during the reaction.

**Device for Ageing Alcoholic Liquors or the Like.** *U. S. Pat.* 2,135,662. A cage consisting of interlocking charred panels providing free circulation throughout the device.

**Fixatives.** S. Isermann. *Prog. Perf. & Cosmetics*, Jan., 118, 1939. The further work of Schmidt is cited with an elaboration of the theories of Schmidt.

**Fixatives.** S. Isermann. *Prog. Perf. & Cosmetics*, Dec., 110, 1938. A continuation in which fixatives for spicy odors and methods of selecting the same are described.

**Flower Absolutes in Perfumery.** A. Wagner. *Soap, Perf. & Cosm.*, 12, 148, 1939. Part four of a series, and the concluding chapter. Substances discussed are reseda, rose, tuberose, violet, violet leaves, and wallflower absolutes. The article concludes with a grouping of the various absolutes

under convenient headings of extracts containing them.

**Hydroxycitronellal.** A. deW., *Rivista Italiana d. Ess. d. Prof. e. d. Piant. Officinali*, 21, No. 1, 19, 1939. The synthesis and analysis of hydroxycitronellal. Derivatives stability, and utilization of this material in perfumery are reviewed. Twenty-three references to the literature.

**Ionones in Soap Perfumery.** Anon. *Rivista Italiana d. Ess. d. Prof. e. d. Piant. Officinali*, 21, No. 1, 38, 1939. Evaluation of the various ionones and derivatives with one formula for a reseda compound suitable for soap perfumery.

**Ketals as Perfume Bases.** No. 13-285/38 open to inspection at British Patent Office. Ketals are produced by condensing ketones with pyrocatechol. Resulting ketal such as methyl amyl-pyrocatechol ketal having a 5 carbon side chain, has usefulness in jasmin compounds. Four formulas descriptive of this and other ketals describe the patent application.

**Modern Perfume Compounds.** F. Schulz. *Seifensieder Ztg.*, 66, 43, 1939. Eight cassia formulas for extract and two for soap.

**New Perfume Fixative.** Anon. *Drug & Cosm. Ind.*, 44, 233, 1939. Phenyl cellosolve is suggested because of its faint odor and high boiling point. It can be used to replace benzyl alcohol and like products.

**Perfumer's Palette.** I. H. S. Redgrove. *Mfg. Perfumer*, 3, 377, 1938. First of a series of articles intended to inform beginners in the craft of perfumery as to uses of certain basic materials. This article deals with phenyl ethyl alcohol, which can be used in concentration of from 10 to 25 per cent in building up a rose fragrance.

**Preparation of Some Synthetic Aromatic Chemicals: Hydrocarbons.** A. Lewinson. *Chemical Products*, 1, 68, 1939. The preparation of diphenyl methane, with complete directions for manufacture.

**Preparation of Some Synthetic Aromatic Chemicals: Styrolene.** A. Lewinson. *Chemical Products*, 1, 125,

1939. The author discusses several processes suitable for the synthesis with full directions for procedure.

**Production of Irone.** K. Dopf. *Deutsche Parf. Ztg.*, 24, 441, 1938. A discussion of earlier work along with modern progress.

**Progress of Perfumery in 1938.** Anon. *Perf. & Ess. Oil Record*, 29, 463, 1938. Cosmetic dermatitis, new products, subscribers' inquiries, cosmetic manufacture, legislation in U. S. A., are reviewed from the point of view of what appeared in this journal in the past year.

**Resinous Materials, Their Use in Perfumery.** K. Bournot. *Fette u. Seifen*, 45, 408, 1938. A review of the cosmetic and perfumery uses of balsams and resins. (Through C.A.)

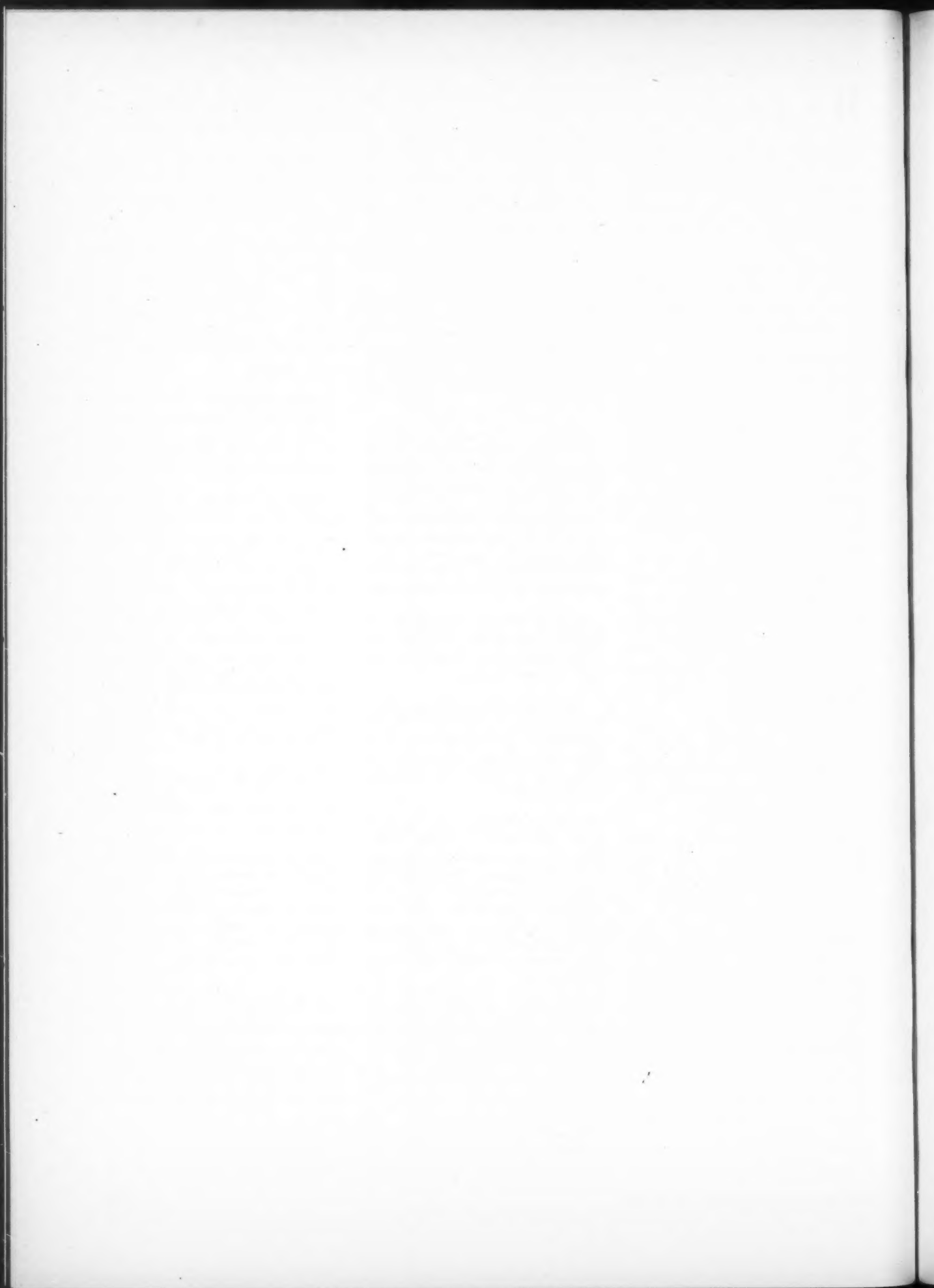
**Rhodinol.** J. Kandel, *la Parf. Moderne*, 32, 405, 1938. Difference between rhodinol found in natural oils and that of other sources is shown in rotary power. Properties of pure rhodinol are described. Methods of synthesis and production from Bourbon geranium are reviewed. Methods of manufacture have a great effect on the quality and yield. Rhodinol is found associated with citronellal when synthesized by using the Grignard Reaction. By careful production, a rhodinol free of geraniol and menthone can be made.

**Rose Odor.** K. Bournot. *Deutsche Parf. Ztg.*, 25, 61, 1939. Description of requirements with remarks on the compounding of rose aromatics.

**Slow Rate Perfume Dispersion.** B.P. 496,288. A cellulose acetate film for slow rate perfume dispersion. A plasticizer is added to a solution of cellulose acetate which is then cast into films. The aromatic constituents are added prior to casting into films.

**Soap Coumarins.** *Ger. Pat.* 653,063. If the pyrone nucleus of coumarin is alkylated in position 3, the resulting products are similar to ordinary coumarin, but more stable. Thus 3-methyl, 3-ethyl or 3-propyl coumarin may be used in soap perfumery.

**Two Jasmin Constituents.** H. S. Redgrove. *Mfg. Perfumer*, 4, 59,



1939. This is third of a series of articles the purpose of which is to inform those new in the perfumery industry of the essential facts about basic materials used in the craft. A brief discussion of the composition of natural jasmin is followed by a complete description of benzyl acetate, benzyl alcohol and linalool.

## C Essential Oils

**Cassia and Detection of Synthetic Cinnamic Aldehyde**, F. D. Dodge. *American Perfumer*, 38, No. 3, 30, 1939. (See item under Section A.)

**Chemical Microscopy of Essential Oils**, II, L. W. Green. *American J. Pharm.*, 111, 10, 1939. (See item under Section A.)

**Essential Oils**, Action of Alcoholic Solutions of, on Metals, G. A. Rosenberg. *Seifens. Ztg.*, 64, 967, 1937. The author describes the final appearance of strips 10x50x1 mm of aluminum, copper, zinc, nickel and iron after they had been immersed in distilled water, 95 per cent ethyl alcohol and 2 per cent solutions of various essential oils in a 50 per cent ethyl alcohol. Oils used were peppermint, lavender and lemon. Tin and nickel were unaffected in all cases. The others were severely attacked, mostly by lavender and lemon, and to a lesser extent by peppermint oil. The strip of aluminum was partly decomposed by peppermint oil, and fully hydrated in all other media including water.

**Eucalyptus Oil**, H. Sillman. *Mfg. Perfumer*, 9, 391, 1938. A review of the constituents of eucalyptus oils, methods of extracting these, with uses for the isolated substances. The R-W Coefficient of the various oils ran from 5 to 8; the constituents showed R-W Coefficients from 1 to 19.5 with citral isolated from eucalyptus oil showing the highest value.

**Mawah Oil**, Study of the Kinetics of Saponification of, Part III, R. K. Gobhil & N. G. Chatterji. *Indian Soap J.*, 5, 156, 1938. A continuation of an earlier article.

**Northern India Essential Oils**, J. L. Sarin & M. L. Bari. *American Per-*

*fumer*, 38, No. 2, 30, 1939. A discussion of the more important of the promising raw materials suitable for development in India. Properties of lemon, orange, vetivert, rosha grass, fennel, dill and caraway oils are given. Materials investigated were all obtained from the province of Punjab.

**Oil Verbena**, A contribution to the study of, M. G. Igolen. *Rev. des Marques Parf. de France*, 16, 139, 1938. The following were found: traces acetic acid, aldehydes and ketones 33 per cent, oxide 4 per cent, terpenes 22 per cent, sesquiterpenes, 15 per cent, alcohols 20 per cent and traces of nitrogenous substances.

**Perfume Oils of Kenya**, E. Guenther. *Soap*, 15, No. 1, 30, 1939. The development and production of oils of mawah, geranium, lavender, cedarwood and others are described. Description of the territory and short histories of the production are given. Criteria for the oils are included.

**Perfume Oils of Kenya**, II, E. Guenther. *Soap*, 15, No. 2, 26, 1939. A continuation of an earlier article on the development and production of oils of mawah, geranium, lavender, cypress, cedarwood, tagetes, etc. Criteria for the oils studied are given.

## D Cosmetics General

**Acetals**. D.R. Pat. 664,272. (See item under Section B.)

**Acid Mantle of the Skin**, R. M. & H. M. Gattefosse. *la Parf. Moderne*, 33, 15, 1939. A discussion of the pH of the skin, with suggestions for creams with an acid reaction. Proprietary emulsifiers are utilized and formulas for light products are given.

**Alpha and Beta Lecithin**, Methods of Separating, T. Yoshinaga. *J. Biochem. (Japan)*, 27, 1, 1938. Cadmium chloride precipitates the lecithin in a small amount of acetone. The precipitate is centrifuged and washed first with alcohol, then with a 7:3 mixture of ether and alcohol. The beta form is separated from the cadmium-lecithin salt by extraction with cool acetone in which it is more sol-

uble than the alpha form. It can be freed from cadmium by making alkaline with ammonium carbonate and centrifuging. (Through J.A.Ph.A.)

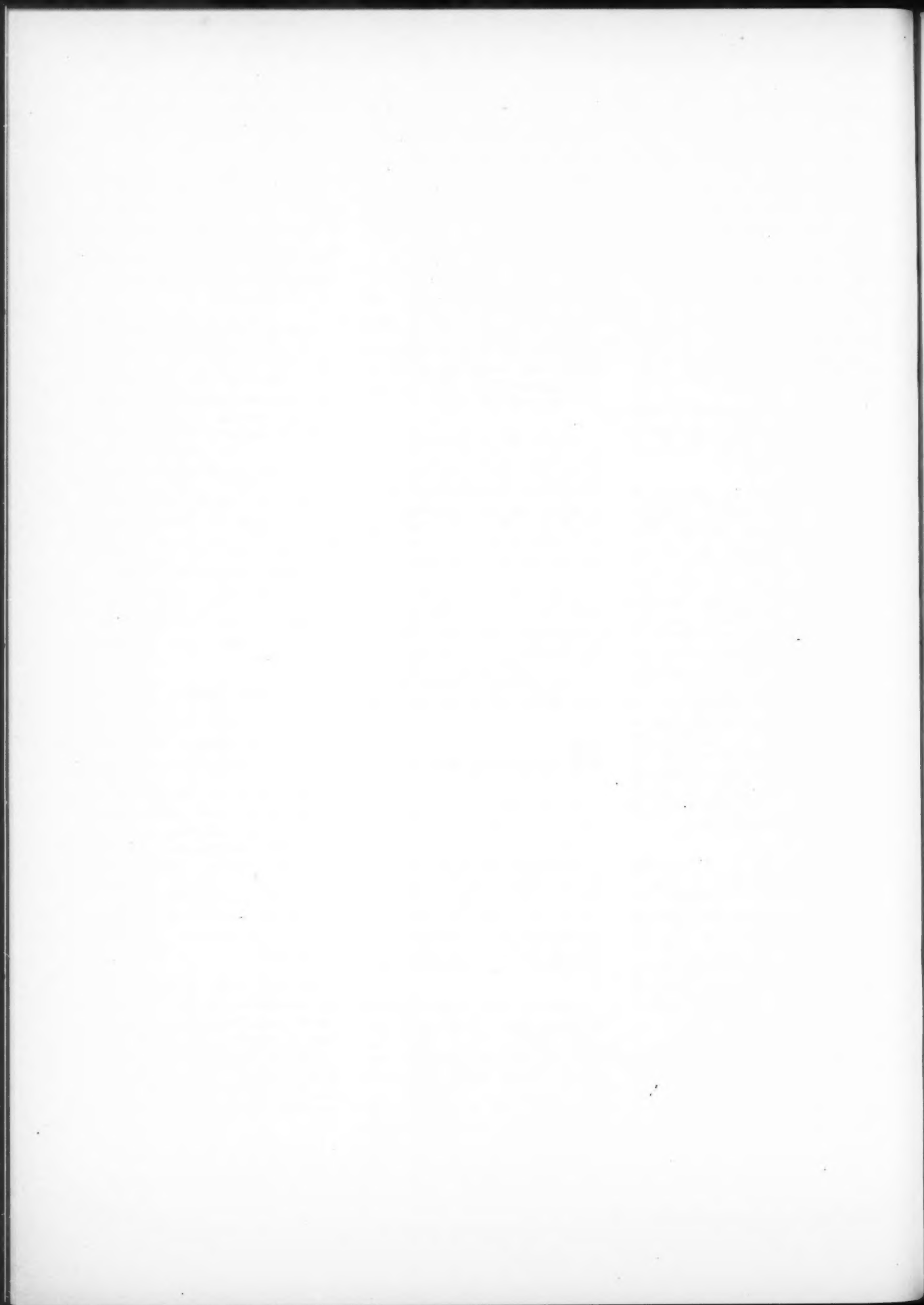
**Additional Notes on Tragacanth Jelly**, A. B. Nichols. *Journal Amer. Pharm. Assn.*, 27, 98, 1939. Some tragacanth which appear to be of poor grade as tested by the falling ball method show up better than so-called good tragacanth when the gels are allowed to age.

**American Developments, 1938**, R. H. Auch. *Soap, Perf. & Cosm.*, 12, 52, 1939. The author reviews what he considers the outstanding developments in the processing as well as finished products during the year 1938. Among the products having a bright future are brushless shaving creams, trial kits, floral toilet waters, vitamin A and D creams, and deodorants in vanishing cream form. Tooth powders are somewhat at a standstill after their great rise, while matching lipstick with nail enamel is a "flop." Suggestions for the future include blue brilliantine for graying hair, wax nail enamel, changes in perfume presentation and others. Permanent wave kits seem to have failed.

**Animal and Vegetable Waxes** in 1937, L. W. Greene. *Oil & Soap*, 15, 317, 1938. A review of the new additions to the knowledge of animal and vegetable waxes. Products mentioned are beeswax, wool fat and its components, sperm oil and spermaceti, miscellaneous animal waxes, montan wax, cane wax, miscellaneous vegetable waxes, analysis, books, patents, extraction, refining, sulphonation, emulsification, coloring, synthetic waxes and products therefrom, as well as special applications in industries such as cosmetics, soap and pharmaceutical.

**Astringent Lotion**, Anon. *Perf. & Ess. Oil Record*, 30, 16, 1939. Distilled extract of witch hazel is the best base; use not less than 30 per cent. To this add 1/2 per cent alum and as little as 0.025 per cent of menthol for its cooling effect. To make the lotion smoother, add 6 per cent glycerine.

**Bath Tablets**, Salts for, J. Hub-scher. *Seifensieder Ztg.*, 66, 25, 1939. A review of patent literature and sug-





gestions for formulation. Sodium pyrophosphate is suggested.

**Beeswax Industry**, M. deKeghel. *La Rev. des Prod. Chimique*. A complete discussion of the beeswax industry, describing the points of production, refining, decolorization, etc. Through *Rivista Italiana d. Ess. d. Prof. e. d. Piante Officinali*, 20, No. 12, 448, 1938.

**Beeswax Industry**, M. deKeghel. *Rivista Italiana d. Ess. d. Prof. e. d. Piante Officinali*, 21, No. 1, 42, 1939. A continuation of an earlier article. Decolorization and bleaching by various methods are reviewed. Ten artificial and two additional methods are described.

**Concentrates, Their Limitations and Possibilities**, J. Augustin. *Seifensieder Ztg.*, 66, 61, 1939. A discussion with five formulas.

**Cosmetic Dermatology**, Cetyl Alcohol, H. Goodman & A. Suess. *Urol. Cutaneous Rev.*, 42, 909, 1938. A review of the uses and properties of cetyl alcohol. Formulas for several preparations. (Through C.A.)

**Cosmetic Emulsions**, A. King. *Mfg. Perfumer*, 4, 73, 1939. The properties of water-in-oil emulsions are compared with oil-in-water types. Emulsifiers are given general consideration. Stability and creaming are dependent on particle size, and creaming can be overcome if emulsion particles can be brought to diameters of from 0.1 to 0.5 microns in size. Uniformity in particle size is a factor in preventing creaming. Oil-in-water emulsions have the widest use in cosmetics today.

**Development of Cosmetic Creams**, I. R. Hollenberg. *Prog. Perf. & Cosmetics*, Jan., 115, 1939. Evolution of modern creams with a discussion of historical background.

**Device for Ageing Alcoholic Liquors or the Like**. *U. S. Pat.* 2,135,662. (See item under Section B.)

**Effect of Hard Water on Cosmetics**, B. Kapp. *Prog. Perf. & Cosmetics*, Dec., 107, 1938. Hard water is often a problem in cosmetic practice. More often than not, it is unsuspected. The author shows why

and how it interferes in the manufacture of cosmetics, and how these ill effects can be overcome.

**Emulsions, Analysis of**, Y. A. Fialkow & S. Y. Babich. *Farm. Zhur*, 4, 235, 1937. Emulsions are broken with an alcohol-ether-HCl mixture, extracted with ether, dried by anhydrous sodium sulphate, filtered, evaporated and weighed in. Tests to distinguish emulsions are given. (Through J.A.Ph.A.)

**Eosin Lipstick Solvent**, (Correspondence). *Soap, Perf. & Cosm.*, 12, 245, 1939. A supplier describes a new castor oil derivative which is solid, melting at reasonably low temperature, and which dissolves up to 15 per cent eosin. It is not irritating and is odorless.

**Eosin Solvents in Lipsticks**, Anon. *Soap, Perf. & Cosm.*, 12, 137, 1939. Oleyl alcohol is suggested as solvent for acid eosin (bromoacid). From 3 to 5 per cent is sufficient to dissolve the acid eosin usually used in lipsticks. One should, however, be prepared to re-adjust the color of the lipstick if this material is used because of the color developed by the acid eosin.

**Glycols, Toxicity of**, C. L. M. Brown. *Pharm. J.*, 140, 49, 1938. A review of the various toxicity tests. Toxicity is due to either formation of small amounts of highly toxic cyclic ether within the body, or it may be present in the glycol as an impurity. Propylene glycol appears to be the safest of the glycols. (Through J.A.Ph.A.)

**Gum Tragacanth**. *U. S. Army Specification* 50-11-16-A, July 18, 1938.

**Higher Fatty Alcohols in Cosmetics**, H. S. Redgrove. *American Perfumer*, 38, No. 3, 35, 1939. A discussion of the uses of phosphated and sulphated fatty alcohols in producing emulsions of oil-in-water type. Most formulas in the literature contain excessive amounts of the sulphated alcohols. From 1 to 2 per cent is usually sufficient in place of the 10 per cent often recommended.

**Hydrogenated Oils in Cosmetics and Soaps**, S. P. Jannaway. *Perf. &*

*Ess. Oil Record*, 30, 5, 1939. A review of current applications and future possibilities. Eight formulas.

**Menthols**, H. B. Glass & A. R. Bliss. *Drug & Cosm. Ind.*, 44, 289, 1939. Of the eight possible menthols, six have thus far been isolated. The properties of each of these are discussed from the standpoint of effects on skin, effects on nasal and oral mucosa and toxicity.

**Methyl Cellulose Emulsions**. *Pharm. J.* Four formulas. A mineral oil emulsion can be made from methyl cellulose paste 1 part and mineral oil 2 parts. (Through *Deutsche Apoth. Ztg.*, 54, 5, 1939.)

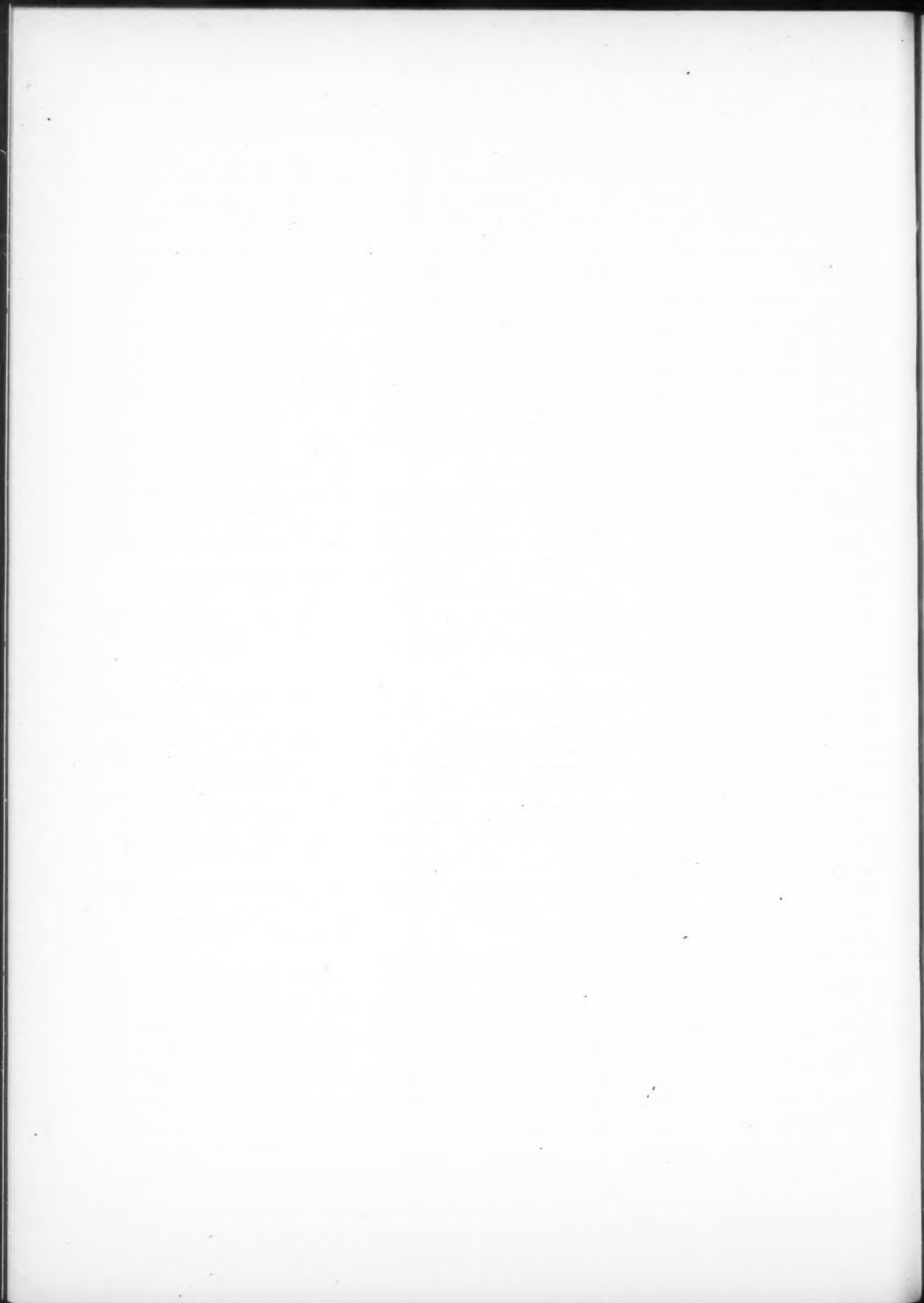
**Methyl Cellulose in Cosmetics**. *Pharm. J.* Formulas for cream, tooth paste and lotion. A skin cream can be made from 40 parts mineral oil, 5 parts glycerine, 2 parts methyl cellulose and 53 parts water. (Through *Deutsche Apoth. Ztg.*, 54, 139, 1939.)

**Molds and Bacteria in Cosmetics**, B. Kapp. *Prog. Perf. & Cosmetics*, Jan., 116, 1939. Hints on handling raw materials to prevent spoilage due to rancidity or spoilage by molds or bacteria.

**New Raw Materials for Cosmetics**, H. Frank. *Reichstoffind.*, 14, 15, 1939. Alginates are reviewed. Method of extraction, solubilities of various salts, composition of alginic acid and its derivation, usefulness in cosmetics. Ordinarily, 1 to 2 per cent is sufficient. The use of calcium citrate in conjunction with soluble alginates is suggested to give heavier mucilages.

**New Reaction for Triethanolamine**, E. Pozzi-Escot. *Rev. Scienc. Peru*, 40, No. 424, 279, 1938. (See item under Section A.)

**Nitrogen Compounds, Their Application in Cosmetics**, A. Lewinson. *Soap, Perf. & Cosm.*, 12, 253, 1939. A discussion of and the derivation of certain nitrogenous compounds of cosmetic interest. The formation of ethanolamines from ammonia and glycol, with subsequent formation of morpholine from one of the ethanolamines. Soaps of the ethanolamines, utility of ethylene-diamine and pertinent data on morpholine are discussed. Ethylene diamine-sulphite is



suggested as a substitute for ammonium sulphite in permanent waving.

**Paraffins, Pharmaceutical.** C. C. Clark. *Can. Pharm. J.*, 71, 438, 1938. A review of the various grades of mineral oils and petrolatums used in pharmaceutical and cosmetic practice. (Through *J.A.Ph.A.*)

**Per Salts, Use in Pharmacy.** D. B. Giovanni. *Boll. Chim. Farm.*, 77, 637, 1938. Chemistry, pharmacology and physiological properties of persulphates, perborates, and percarbonates are discussed. Several proprietary products are described in brief. (Through *C.A.*)

**Principal Materials Used in Cosmetics and Perfumery.** A Description of Properties, etc., Anon. *Brasil Parfumaista*, 4, No. 8, 1938. A continuation. This series starts with calcined magnesia and continues through the alphabet including resinoids. Various basic and proprietary materials are included.

**Reducing Surface Tension.** R. C. Whitman. *Monsanto Current News*, 17, No. 4, 14, 1938. A description of surface tension, how it is reduced, and applications of the principle through the medium of wetting agents.

**Skin Bleaching Agent.** D.R.P. 669,185. A composition of peroxide, glycerine and other ingredients.

**Skin Food Concluded.** E. Ohlsson. *Prog. Perf. & Cosmetics*, Dec., 108, 1938. The author completes a series of articles on skin foods, and in this last installment discusses tissue culture, methods of transmitting food to the skin, and the importance of amino acids to life.

**Skin Lotion.** *Swiss Pat.* 197,109. Sage leaves are boiled in water, lemon juice, glycerine, and eau de cologne is added after the product has been concentrated to half of its volume.

**Spermaceti Oil in Cosmetics.** B. Panteleymonoff. *la Parf. Moderne*, 32, 447, 1938. Oil of spermaceti is distinguished from ordinary sperm or whale oil. The Sp. Gr. is 0.875-0.884, saponification no. 120. The chemical composition and the applications of the oil to cosmetics is men-

tioned. Because of the oil's resistance to oxidation, it promises to be a very useful material.

**Water Softener.** *Can. P.* 375,520. A composition consisting of a water soluble salt of tetraphosphoric acid,  $H_6P_4O_{13}$ . Such a salt will combine with alkaline earth metals and prevent deposition of alkaline earth compounds.

**Wetting Agent and Emulsifier.** D.R.P. 657,055 & F.P. 747,433. A tertiary amine reacts with esters of aliphatic or aromatic alcohols, saturated or unsaturated, containing at least six carbons, and an acid with a halogen in the  $\alpha$ -position. A product lathering well is made by heating 17.3 parts octadecyl - mono - chloracetate with 4 parts pyridine at 70-80°C. The resulting material is useful in dentifrices, shaving creams and shampoos.

**Zinc Compounds in Cosmetics.** J. Kalish. *Drug & Cosm. Ind.*, 44, 295, 1939. A review of the various zinc compounds and their possible usefulness in cosmetic preparations.

## E Deodorants

**Antiperspiration Product.** U. S. Pat. 2,114,599. Products whose active ingredients are alkali or alkaline earth phosphates soluble in water for example: 25 parts of sodium metaphosphate and 5 parts lycopodium are mixed with 70 parts talc.

**Banishing Bad Odors.** *Ger. Pat.* 659,816. Formaldehyde or its polymerization product is mixed with a filler and perfume, for example: 200 grams of 40 per cent formaldehyde are mixed with 15 grams eucalyptus oil, 50 grams sodium silicate and 100 grams of filler. The product is useful in banning the odor of fish.

**Deodorant.** Anon. *Seifensieder Ztg.*, 66, 134, 1939. A deodorizing preparation can be built up from magnesium acetate, which can be made by mixing together 50 parts 30 per cent acetic acid, and 30 parts magnesia.

**Deodorant Antiseptic Cream.** Anon. *Perf. & Ess. Oil Record*, 30,

56, 1939. Hexamethylene tetramine is suggested as best material. In the presence of acids, it releases formaldehyde and forms the salt of the acid present. Thus 100 grams of the chemical releases a bit over 128½ grams of formaldehyde when completely decomposed. Use up to 1 per cent in a deodorant cream. The advantage of this chemical is that it does not release formaldehyde until it comes into contact with acids, and does so in proportion to the amount of acid present.

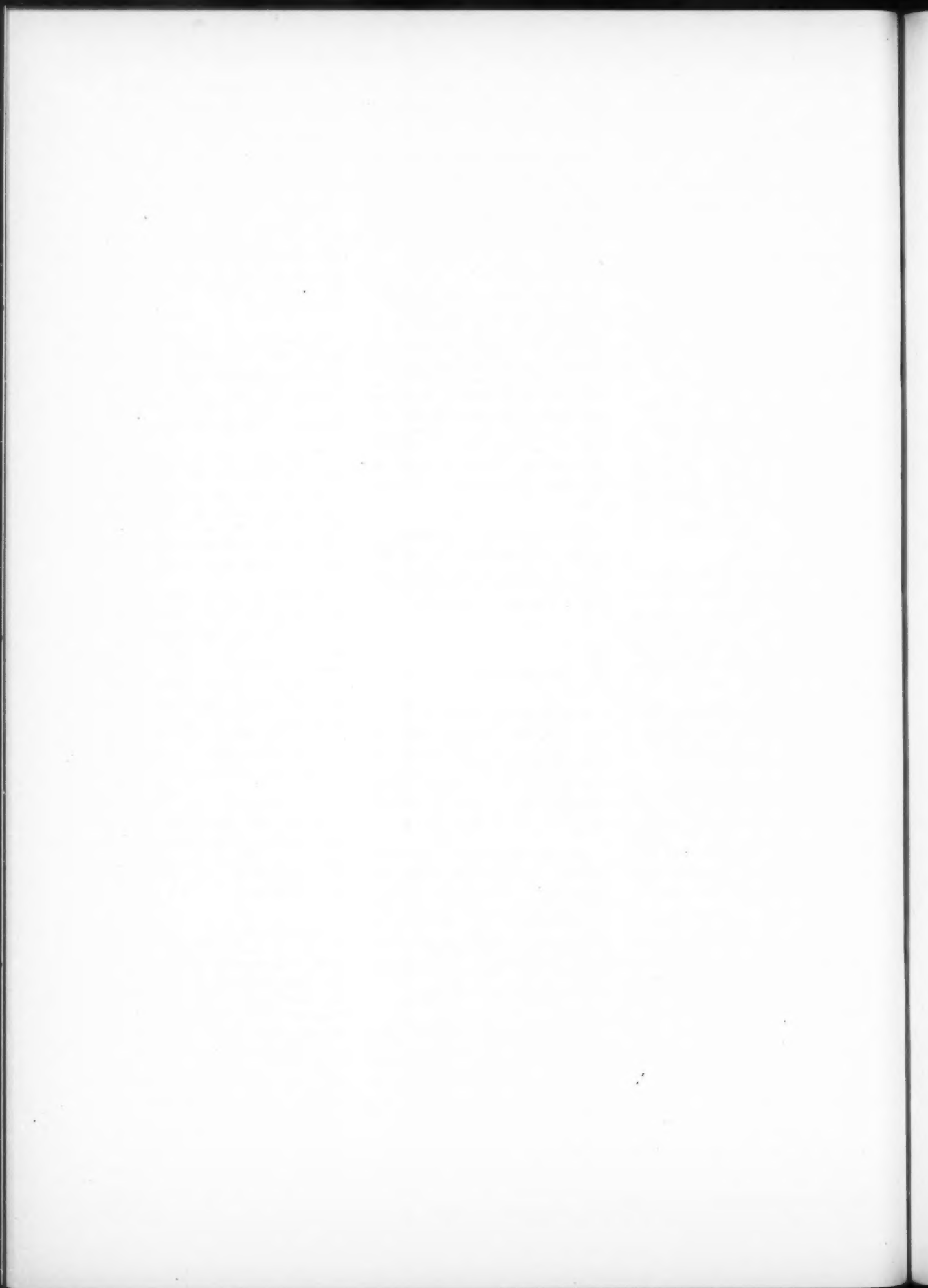
**Deodorant for Application to Human Skin.** B.P. 480,379. A composition consisting of ethyl or propyl alcohol, aluminum chloride and/or zinc chloride, aluminum or zinc stearate, a wax and perfume.

**Deodorants.** M. G. deNavarre. *American Perfumer*, 38, No. 1, 45, 1939. Two new salts of aluminum, the sulphocarbolate and citrate are now available for use in deodorant preparations. Properties and advantages are briefly mentioned.

**Excretion of Lactic Acid by Skin.** W. Radsma and Nizar. *Acta. Brevia. Neerland. Physiol. Pharmacol. Microbiol.*, 8, 147, 1938. From 5 to 20 times as much lactic acid is excreted in sweat as in urine. Sweat lactic acid was several times higher at a temperature of 28°C than at 23°C. The authors believe that the lactic acid excreted in sweat is a product of the skin itself. (Through *C.A.*)

**Paint Deodorant.** Anon. *Monsanto Magazine*, Jan., 57, 1939. A new paint deodorant is described. It completely eliminates all odors and leaves no odors behind. Also effective in other products.

**Sweat Glands.** Anon. *Perf. & Ess. Oil Record*, 30, 60, 1939. The recent work of Memmesheimer is discussed. The apocrine glands are responsible for characteristic odor of axillary sweat such as on the hairy and pubic regions of the body. These glands are said to break down during secretion as compared to the watery acid fluid secreted by the usual eccrine glands. The apocrine glands are not active until sexual maturity is established, and more so in women than in men. They come into play during sexual excitation among other times.





## F Depilatories

**Depilatory.** *B.P.* 484,467. Describes a combination of calcium hydrate containing thioglycollic acid. Thiolactic acid can be used in place of the thioglycollic acid. Rhodanic acid can also be used. (See *U. S. P.* 1,973,130.)

**Modern Depilatories,** H. Janistyn. *Soap, Perfumery & Cosmetics*, 11, 419, 1938. Description of properties of sulphides and stannites with formulas for developing respective depilatories.

## G Creams General

**Cetyl and Stearyl Alcohols,** F. H. Sedgwick. *Soap, Perf. & Cosm.*, 12, 160, 1939. A comparison of the properties of each with suggestions for improving procedure. Four formulas are used as examples utilizing auxiliary emulsifiers.

**Creams for All Purposes,** J. M. Valance. *Mfg. Perfumer*, 4, 50, 1939. Six formulas for the following creams are given: anti-wrinkle, deodorant, turtle oil skinfood, lemon bleach, day cream and popular all purpose cream. Absorption bases, cetyl alcohol and other emulsifiers and bases are described. A day cream without soap contains 4 per cent fatty alcohol sulphate, 10 per cent cetyl alcohol, 7.5 per cent stearic acid, 7.5 per cent glycerine and water 71 per cent. Suggestions for adding vitamins and hormones are included.

**Creams with Matt Effect,** J. Augustin. *Seifensieder Ztg.*, 66, 45, 1939. Three formulas. Formulations utilize a variety of proprietary emulsifiers and special effect ingredients.

**Cosmetic Creams with Gold.** *U.S.P.* 2,111,912. A small amount of colloidal gold is present in the aqueous phase of the emulsion.

**Hydrogenated Castor Oil in Ointments,** III, Sulphonated Product. *Journal Amer. Pharm. Assn.*, 27, 100, 1939. Soaps of sulphonated hydrogenated castor oil are described. Such sulphonated hydrogenated castor oil is superior to ordinary sul-

phonated castor oil in making emulsions and cosmetics. The salts were found to be good detergents, with the sodium salt most satisfactory.

**Investigation of Salves and Salve Bases,** A Practical Device for, W. Awe. *Deut. Apoth. Ztg.*, 53, 1462, 1938. A special wide mouth separator is described and shown. Standards for certain salves are mentioned, and methods of separation are suggested. (Through *C.A.*)

**Measuring Cosmetic Consistency,** M. G. deNavarre. *American Perfumer*, 38, No. 3, 36, 1939. The author describes an improved penetrometer devised by the U. S. Dept. of Agriculture.

**New Ointment Base for Therapy,** P. B. Mumford. *Brit. Journ. Dermat. & Syph.*, Oct. 1938. The base consists of mineral oil, petrolatum, and a mixture of higher alcohols containing 10 per cent phosphated acid esters. The product gives neutral emulsions with "vanishing" properties. (Through *Chemical Products.*)

**Skin Food, Concluded,** E. Ohlsson. *Prog. Perf. & Cosmetics*, Dec., 108, 1938. (See item under Section D.)

**Skin Protectives,** P. B. Mumford. *British Med. J.*, Feb. 11, 1939. Disadvantages of present products along with methods of testing emulsification of protective creams together with composition of creams devised. (Through *Chem. Products.*)

**Soap Gum Cream Base.** *Fr. Pat.* 832,734. Example: 3 kg carob flour are stirred into 100 kg hot water until uniform. Upon cooling the mixture is emulsified with 10 kg neutral soda soap, to which a little starch or zinc oxide can be added. The mass is poured out on plates and dried, after which it is ground and sifted.

**Stearyl Alcohol.** *Chemical Products*, 1, 111, 1939. Abstract of a report by H. S. Redgrove. Stearyl alcohol has all and more of the properties of cetyl alcohol. Better emulsions can be made with stearyl alcohol when used to supplant cetyl alcohol.

**Tin, Corrosion of,** G. Derge. *Amer. Inst. Min. Met. Eng. Tech. Publ.* 913, 5, 1938. Tendency to corrode in-

creases with increasing alkalinity when tested in water solutions of sodium carbonate and bicarbonate, using Chempur tin. Oxide films produced by annealing in presence of oxygen, prevent electro-chemical activity. (Through *J.A.Ph.A.*)

**Triethanolamine Creams,** *Pharm. J.*, 88, 53, 1939. A review of the properties and application of triethanolamine base in the formulation of cosmetic creams. Two formulas are given. A hair cream can be made from stearic acid 2.5 parts, triethanolamine 1 part, white oil 30 parts, water to make 100 parts.

**Unsaturated Fatty Acids in Cosmetics,** H. Janistyn. *Deutsche Parf. Ztg.*, 25, 23, 1939. A review of various published works and cosmetic application.

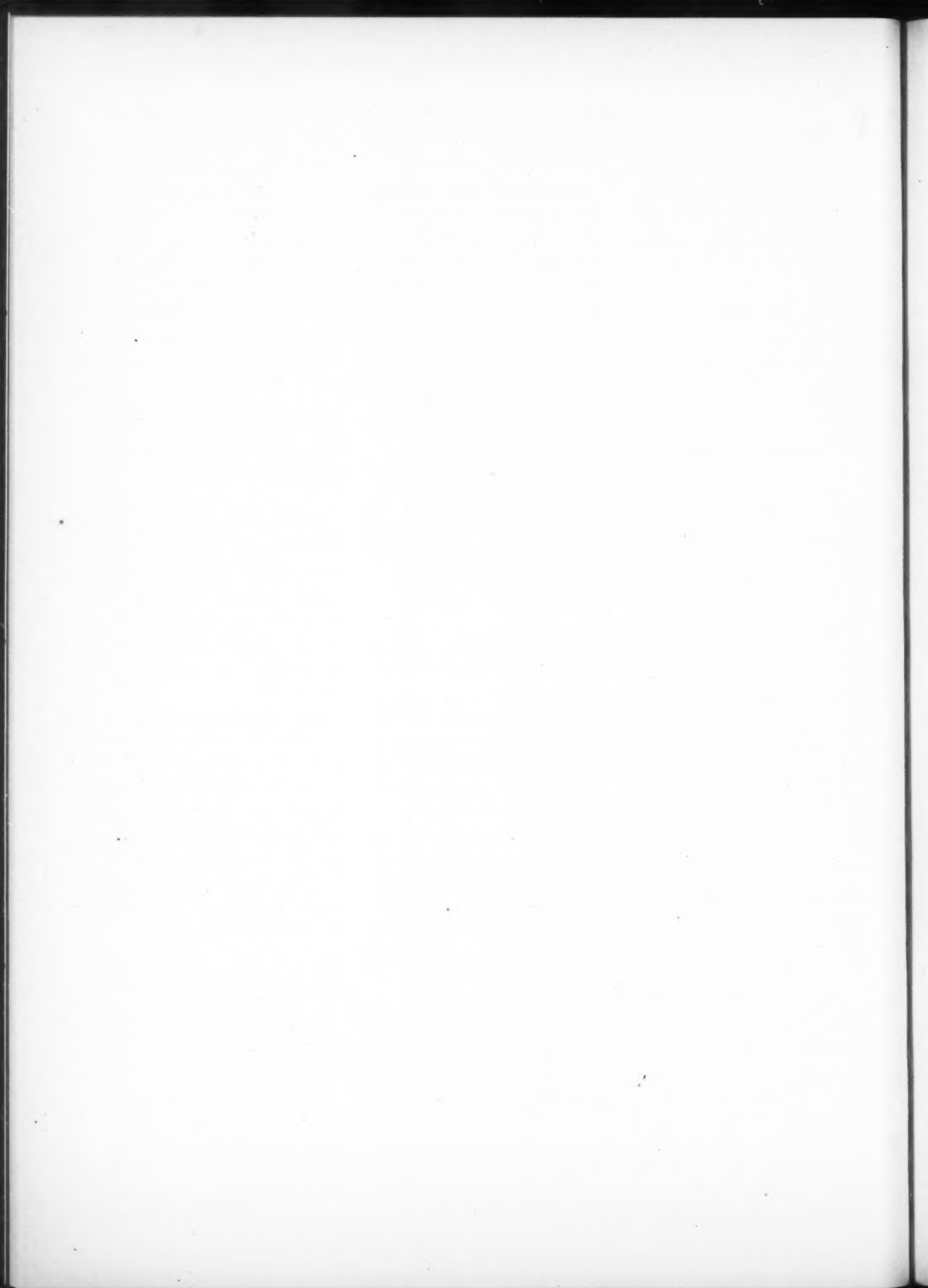
**Vanishing Cream,** Anon. *Mfg. Perfumer*, 3, 388, 1938. A basis for experimentation is: stearic acid 12.5 grams, sodium carbonate 1 gram, borax 6 grams, glycerine 5 grams, perfume 0.5 gram and water 75 grams. The hot solution of stearic acid is poured into the mixture of alkalies, glycerine and water, stirring until cool. Add perfume after cream is cold.

**Water Absorption of Cream Bases,** Ed. *Soap, Perf. & Cosm.*, 12, 229, 1939. The work of Casparis and Meyer is reiterated, along with that of Jencic. Jencic reports lower water absorbing values for petrolatum-cetyl alcohol, petrolatum-myristyl alcohol and petrolatum-stearyl alcohol mixtures, with the conclusion that while his values are lower than those reported by others, stearyl alcohol seems to bind the water more firmly than myristyl alcohol.

## H Emulsions

**Cosmetic Emulsions,** A. King. *Mfg. Perfumer*, 4, 73, 1939. (See item under Section D.)

**Cosmetic Emulsions.** *U.S. Pat.* 2,109,842. Glyceryl monostearate, and like fatty acid derivatives of polyhydric alcohols, are emulsified with water along with alkaline materials such as ammonia.



**Emulsifying Agent**, *Can. Pat.* 377,543. Prepared by subjecting a fatty alcohol to action of mixture of sulphuric, boric and phosphoric acids, adding a terpene, and neutralizing with an alkali.

**Emulsions, Analysis of**, Y. A. Fialkow & S. Y. Babich. *Farm. Zhur.*, 4, 235, 1937. (See item under Section D.)

**Emulsions, Petroleum, Viscosity of**, L. T. Monson. *Ind. & Eng. Chem.*, 30, 1287, 1938. Viscosity ratios for 24 water-in-oil emulsions were determined. Details for the preparation and testing of resulting emulsions are given. Viscosity ratios are possibly applicable to predicting emulsion stability.

**Gelatin in Emulsion Products**, A Further Contribution on the Use of, L. F. Tice. *American J. Pharm.*, 4, 1939. Earlier work is briefly reviewed, and the author introduces a new gelatin with iso-electric point of 4.7, made from an alkaline precursor, which is stable at pH 8 and is compatible with other gums such as tragacanth and acacia. Four formulas are given. The emulsion is buffered with sodium bicarbonate to maintain a pH of 8, the point at which the gelatin is most hydrated. It is suggested that emulsions made with this new gelatin be homogenized.

**Methyl Cellulose Emulsions**. *Pharm. J.* (See item under Section D.)

**Surface Activity of Solid Emulsifiers**, J. M. Fain & F. D. Snell. *Ind. & Eng. Chem.*, 31, 48, 1939. Finely divided solids acting as emulsifiers, appear in the interface between the two emulsion liquids, and their distribution may be determined from a consideration of the contact angles. The use of bentonite as emulsifier is discussed.

**Wetting Agent and Emulsifier**. *D.R.P.* 657, 55 & *F.P.* 747, 433. (See item under Section D.)

## I Face and Other Powders

**Packaging Mistakes**, Anon. *Food Industries*, 11, No. 3, 153, 1939. Among the errors in packaging is

that due to neglecting aeration of powders. When fillers are purchased, the important thing to remember is that the powder must be thoroughly aerated or augers may be improperly fitted. Aerated powders have greater bulk and require different handling than deaerated powders.

**Titanium Dioxide**, H. S. Redgrove. *Chemical Products*, 1, 101, 1939. The author describes the properties and industrial uses of titanium dioxide. Its use in face powder and other make-up is stressed. Two formulas are appended.

## J Make-Up

**Eosin Lipstick Solvent** (Correspondence). *Soap, Perf. & Cosm.*, 12, 245, 1939. (See item under Section D.)

**Eyelash Cosmetics**, C. Couallier. *Rev. des Marques Parf. de France*, 16, 142, 1939. A review of current practice with three formulas.

**Eyes Under the Kleigs**, A. G. Arend. *Mfg. Perfumer*, 3, 366, 1938. A review of the compounding, manufacture and use of eye make-up. Stage and screen are the best markets for such preparations.

**Indelible Lipsticks: Bromo Acid Sensitivity is Allergic**. *Mfg. Perfumer*, 3, 379, 1938. Correspondence on this problem. Challenging the statement of Lewinson that the combination of bromo acid and castor oil reacts to form a brominated castor oil, the correspondents claim that any bromo acid allergy is the same both in the presence and absence of castor oil. Correspondents ask for authority of statements that halogen can be transferred from bromo acid to fatty acids, and which, if any, halogenated fatty acids or esters are irritating to the skin.

**Lip Rouge**, Anon. *la Parf. Moderne*, 32, 387, 1938. A review describing numerous trade-named specialties, with two formulas including these.

**Lipstick for Cold Sores**, Anon. *Pharm. J.*, 88, 19, 1939. The following composition is said to be an effective treatment: oxyquinoline sulphate 5 grains, benzocain 5 grains,

camphor 15 grains, chlorthymol 1/2 grain, wool fat 25 grains, white petrolatum 50 grains, tr. benzoin 10 mins., oil theobroma 400 grains.

**Liquid Lip Rouges**, J. Kalish. *Drug & Cosm. Ind.*, 43, 669, 1938. Two formulas are developed which are serviceable. The one having a similarity to several now on the market consists of ethyl cellulose 2, castor oil 3, dye 2, and alcohol 93 parts respectively. Alcohol is a desirable remover.

**Make-Up, Theater and Screen**, by Max Factor, Ltd. *Soap Perf. & Cosm.*, 12, 72, 1939. This article is especially written by the above mentioned studios. Thorough consideration on use of make-up, effect of lighting, foundation color and pigment, how to use make-up, problems in screen make-up, etc.

**Mascara Tablets**, Anon. *Soap, Perf. & Cosm.*, 12, 174, 1939. Replying to an inquiry, the following formulas are suggested: (a) triethanolamine stearate 30 parts, high melting paraffin 40 parts, beeswax 12 parts, lanolin 8 parts, lamp black 10 parts; (b) emulsifying wax 50 parts, paraffin wax 20 parts, carnauba wax 12 parts, lanolin 10 parts and lamp black 8 parts. Melt and mix the ingredients, mill and cast or extrude into sticks or tablets.

**Oily Make-Up**, M. G. deNavarre. *Mfg. Perfumer*, 3, 376, 1938. Oily make-up is revolutionary. The idea has possibilities because most dry skins need oil and such make-up would be a blessing to them.

**Purple Lipstick**, Anon. *Drug & Cosm. Ind.*, 44, 227, 1939. Bromoacids giving a purple glow instead of the formerly much desired yellow-orange, are predicted for the future. Best shade is one that is purple in daylight, but warm red in artificial light.

## K Shampoo

**Shampoos, Old and New**, B. Levitt. *Chemical Products*, 1, 105, 1939. Shampoo is a liquid soap and as such must meet the same requirements. Raw materials and methods of pro-





duction are reviewed. Solid, soapless and sulphonated alcohol shampoos are also described. Two formulas are included. A soapless oil shampoo can be made from 50 parts of 75 per cent sulphonated olive oil, 10 parts white mineral oil, 25 parts pure olive oil, 5 parts glycerine, 9.5 parts water and perfume  $\frac{1}{2}$  part.

## L Soaps

**Antiseptic Soaps,** Anon. *Seifensieder Ztg.*, 65, 901, 1938. The base of antiseptic soaps is a soft soap usually made from linseed and olive oils. Eight formulas are given.

**Builders in Detergency,** Additive Effect, J. F. Oesterling. *Am. Dyestuff Repr.*, 27, 617, 1938. The value of builders added to give bulk, such as sodium hydroxide, tri-sodium phosphate, bicarbonate of soda, sodium silicate or sodium carbonate is indicated. Losses due to breaking strength variation are negligible. (Through C.A.)

**Cocoonut Soft Soap,** Anon. *Soap, Perf. Cosm.*, 12, 268, 1939. Several methods are suggested. A formula for liquid soap is as follows: cocoonut oil 21 parts, KOH (50 per cent) solution 9.5 parts, sugar 12 parts, borax 2 parts and water 55 $\frac{1}{2}$  parts. Method of manufacture is given.

**Corrosion of Metals in Soap and Allied Products Industries,** G. L. Cox. *Trans. Am. Inst. Chem. Engrs.*, 34, 657, 1938. Results of corrosion tests in actual factories are reported. These are intended to guide buyers of plant equipment. (Through C.A.)

**Detergent Action of Soap,** Interfacial Tensions of Pure Soap Solutions, B. S. Kulkarni and S. K. K. Jatkari. *J. Indian Inst. Sci.*, 21A, Pt. 34, 395, 1938. Interfacial tensions of various soaps are measured and compared to findings of others. Certain deductions regarding surface activity are made. (Through C.A.)

**Determination of Rosin in Soap,** Notes on McNicoll Method for, E. Randa & E. L. Boley. *Oil & Soap*, 15, 313, 1938. (See item under Section A.)

**Dry Cleaning Soaps,** Anon. *Am. Dyestuff Reporter*, 27, 677, 1938. The soaps of the commercial grade of triisopropanolamine and fatty acids are more soluble in gasoline and other hydrocarbons and produce no darkening. Results in better utility as dry-cleaning soaps. (Through Soap.)

**Fillers in Milled Soap,** J. S. Sukla. *Indian Soap J.*, 5, 168, 1938. Various fillers used in soap are described. Special stress on sodium metaphosphate as soap filler is made.

**Gum Tragacanth in Soap as Filler,** von Florentin. *Reichstoffind.*, 13, 176, 1938. Gum tragacanth can be used only in small amounts in soaps, to which it gives better body and milder foam. A glycerite of tragacanth made by mixing 0.2 to 0.5 kg of gum with 1 kg glycerine can be added. Three formulas for other applications of gum tragacanth such as in hair fixatives are included.

**Hand Cleansing Products.** *Ger. Pat.* 662,911. Mix together 84 parts dodecylsulphate, 10 parts sodium polyacrylate, and 6 parts water; the mixture is molded into a cake.

**Hydroxy and Oxidized Fatty Acids,** R. Dieterle. *Seifensieder Ztg.*, 66, 1, 1939. Difficulties involved in using such fats in soaps.

**Ionones in Soap Perfumery,** Anon. *Rivista Italiana d. Ess. d. Prof. e. d. Piante Officinali*, 21, No. 1, 38, 1939. (See item under Section B.)

**Laundry Detergents.** *Brit. Pat.* 492,589. Laundry washing mixtures containing 3 per cent sodium thiosulphate, hydrosulphite or disulphide used with zinc vessels, to prevent formation of stains.

**Lecithin Soap.** *D.R. Pat.* 666,208. Lecithin is first dissolved in 10 or 15 per cent cyclohexanol or cyclohexyl ester and the mixture is added to the soap during the milling operation.

**Liquid Shaving Soap,** Anon. *Seifensieder Ztg.*, 65, 449, 1938. A clear preparation can be made from 6 parts olein, 2 parts castor oil fatty acids, caustic potash 50°Be 3.22 parts and distilled water 15 parts. After manufacture the soap is stored in a cool place and filtered.

**Naphthenic Acid Soaps,** A. Minich & H. Levinson. *Textile Colorist*, 60, 698, 1938. Naphthenic acid soaps of sodium, potassium, and ethanolamine are much less alkaline than ordinary soaps. They are good wetting, detergent, antiseptic, fungicidal and emulsifying agents. Will not turn rancid on ageing. (Through C.A.)

**Pan Charge, Physical Properties,** Part II, A. Rayner. *Soap, Perf. Cosm.*, 12, 49, 1939. One of a series of articles on the author's experience on the influence of the pan charge on the properties of soap.

**Pan Charge, Physical Properties,** A. Rayner. *Soap, Perf. Cosm.*, 12, 152, 1939. A continuation of a series discussing the influence of pan charge upon the hardness, solubility and wastefulness of soap.

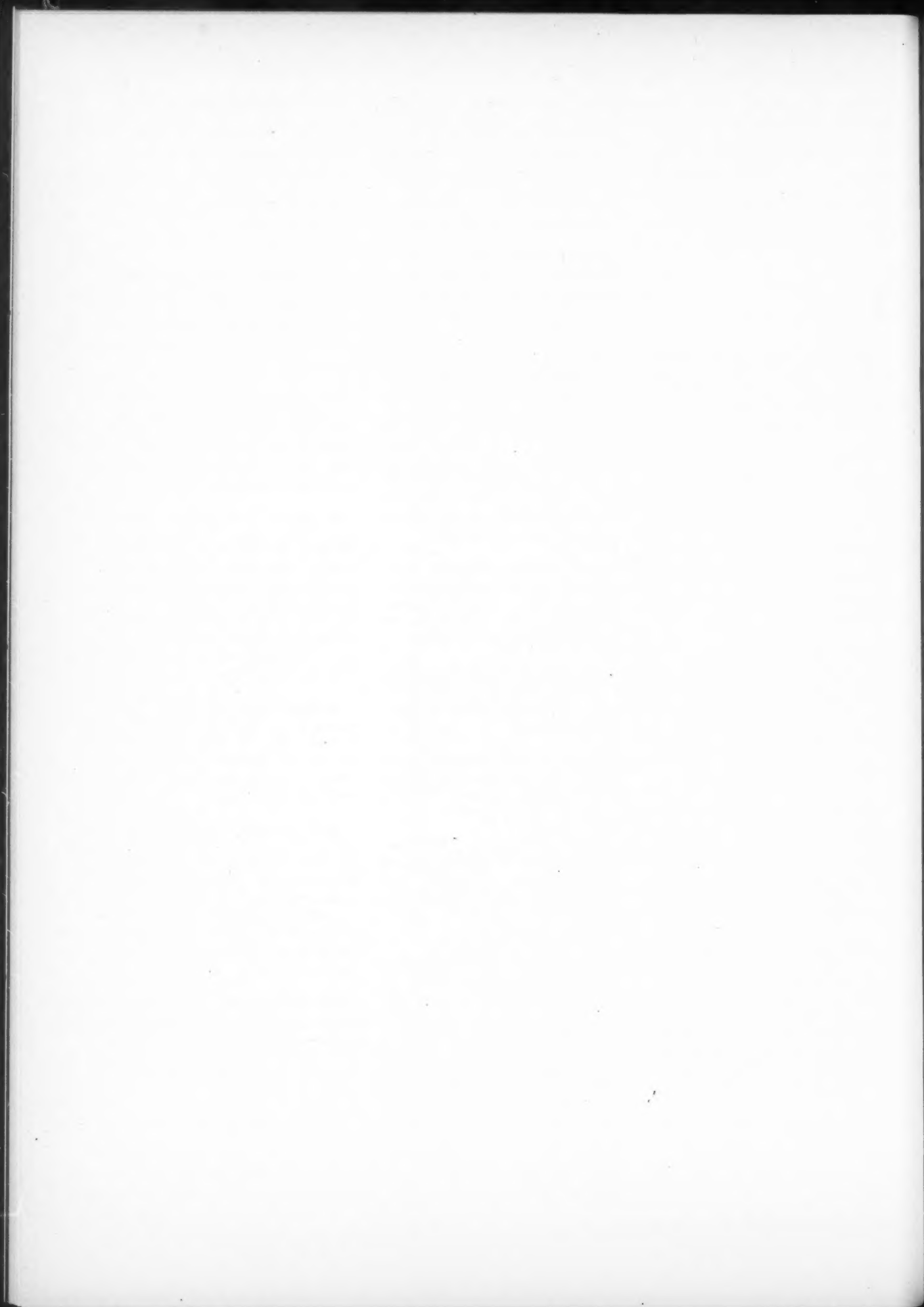
**Phosphates, Their Role in Detergency,** J. M. Gillet. *Soap* 15, No. 1, 24, 1939. A review of phosphate production with further discussion of pyrophosphates and metaphosphates. Trisodium phosphate gives a pH of 12, while at the bottom of the series sodium metaphosphate gives a pH of 6.5. Pyrophosphates are good soap builders and assistants.

**Powdered Soaps, For Use in Cosmetics,** E. G. Thomssen. *Soap, Perf. & Cosm.*, 12, 139, 1939. The manufacture and application of "neutral white soaps" to the cosmetic field, with hints on packaging.

**Quick Lathering Shampoo Powder,** Anon. *Perf. & Ess. Oil Record*, 30, 55, 1939. While various soap powders are useful, sodium myristate is recommended over all others. It will not lather as quickly as sodium laurate, but is more useful than sodium palmitate, and does not have the tendency to irritate.

**Salt Water Soaps.** *F.P.* 48,182. Soaps of fatty acids whose molecular weight is below 210, mixed in definite proportions with fatty acids of high molecular weight, such as castor fatty acids.

**Sea-Weed in Soap.** B.P. 498,692. Describes the addition of the mucilaginous or viscid fluid matter found in sea-weed and the pods to ordinary soap. Such addition en-



dows the soap with special healing and cleansing properties. The amount of extract added is immaterial, though 12 per cent is satisfactory.

**Shampoo Powder.** *D.R.P.* 658,246. Soap powder used is protected against clumping due to moisture, and hygroscopic ingredients can then be added to it to enhance cleansing and foaming action. Liquid fatty acids are used for the protection of the hygroscopic agents.

**Soap Industry, Aluminum in.** H. Lichtenberg. *Fette u. Seifen*, 45, 518, 1938. Aluminum apparatus is resistant to corrosion by fatty acids and has a high heat transfer coefficient. Discoloration can be avoided in this manner. (Through *C.A.*)

**Soap Coumarins.** *Ger. Pat.* 653,063. (See item under Section B.)

**Soap Discoloration, Its Avoidance.** Anon. *Soap*, 15, No. 3, 21, 1939. A review of recent work.

**Soaps Filled with Bicarbonate.** *Ger. Pat.* 172,357. The bicarbonate is mixed with the soap at 70-90°. If the initial fatty acids do not exceed 60 per cent, the soap will run smoothly. If they do exceed 60 per cent, the soap is thinned down by adding 3 to 6 per cent water. (Through *S.P.C.*)

**Soap from Fish Oils.** *D.R.P. Appl. K.* 137,340. Soaps made of hydrogenated fish oil acids are improved by the addition of cellulose ethers such as ethyl or methyl cellulose. Such soap lathers better, cleanses well and does not break like soap not so treated.

**Soap from Synthetic Fatty Acids.** A. Imhausen. *Kolloid-Z.*, 85, 234, 1938. Manufacture of soaps produced by oxidation of hydrocarbons is described. Resulting soaps are similar to those made from natural fats. Edible fats were prepared in laboratory lots. (Through *C.A.*)

**Soap from Woolfat.** W. Schutze. *Fette u. Seifen*, 45, 423, 1938. Wool fat is converted into detergents by (a) saponification, (b) sulphonation, and (c) an oxidation process. A patent review and bibliography. (Through *C.A.*)

**Soap, Glue in.** H. Dorner. *Seifensieder Ztg.*, 65, 800, 1938. Animal glue that is not decomposed by alkali has a favorable action on the foaming of soap. Patents and literature review with 30 references are given.

**Soap Gum Cream Base.** *Fr. Pat.* 832,734. (See item under Section G.)

**Soap Making Process, Recent Attempts to Accelerate.** W. H. Simmons. *Chemical Products*, 1, 85, 1939. Theoretical considerations are mentioned. The practical methods in use singly or together are: increased amount of alkali, increased temperature and/or pressure of saponification, and saponification expedited by violent agitation.

**Soap, No Sunshine in.** Anon. *J. A. M. A.*, 109, 509, 1937. Lather of soap is in contact with skin too short a time for absorption of any vitamin D which may have been added. (Through *J.A.Ph.A.*)

**Soap Wrappings, I.** Transparent Cellulose Sheets, P. Truscott. *Mfg. Perfumer*, 3, 372, 1938. Soap has seven properties to be considered when wrapping. The wrapper has five functions. The disadvantage of cellulose wrapping is that it might split, often resulting in a waste of 50 per cent. Three methods of application are reviewed. An adhesive for securing the wrapper is recommended. (To be continued.)

**Sodium Hyposulphite as Soap Bleach.** C. Stiepel. *Seifensieder Ztg.*, 65, 719, 1938. Discolorations often noted are not due to iron contamination but probably to colloidal impurities.

**Starch as Soap Filler.** Anon. *Soap, Perf. & Cosm.*, 12, 266, 1939. The usual way of incorporating starch as a filler is to make a paste of it first, and then mill it into the soap chips. It is suggested that potato starch can be made into a paste with equal parts water.

**Studies of Lecithin Soap, II, Effects of Lecithin Soap on Vitamin A.** S. Caspe & L. G. Hadjopoulos. *American J. Pharm.*, 110, 533, 1938. The present investigation disclosed that lecithin soap is superior to ordinary soap as an intestinal bactericide and

detoxifying agent. In addition, little as 1 per cent was found effective to prevent destruction of vitamin A in oil solution or in emulsion.

**Superfating Soap.** M. G. de Navarre. *American Perfumer*, 38, No. 3, 49, 1939. Methyl cellulose is suggested as a superfating agent, as it adds to soap appearance, allows reduction of fats in manufacture, and aids in producing mild lather.

**Synthetic Detergents, Value of.** H. L. Jones. *Am. Dyestuff Repr.*, 621, 1938. There are two general classes of wetting agents: (1) those utilizing the long aliphatic carbon chain found in natural fats and oils, (2) those using other than natural materials as base. Charts and tables show adsorption, stability and hydrolysis. These materials are finding use in cosmetics.

## M Dental Preparations

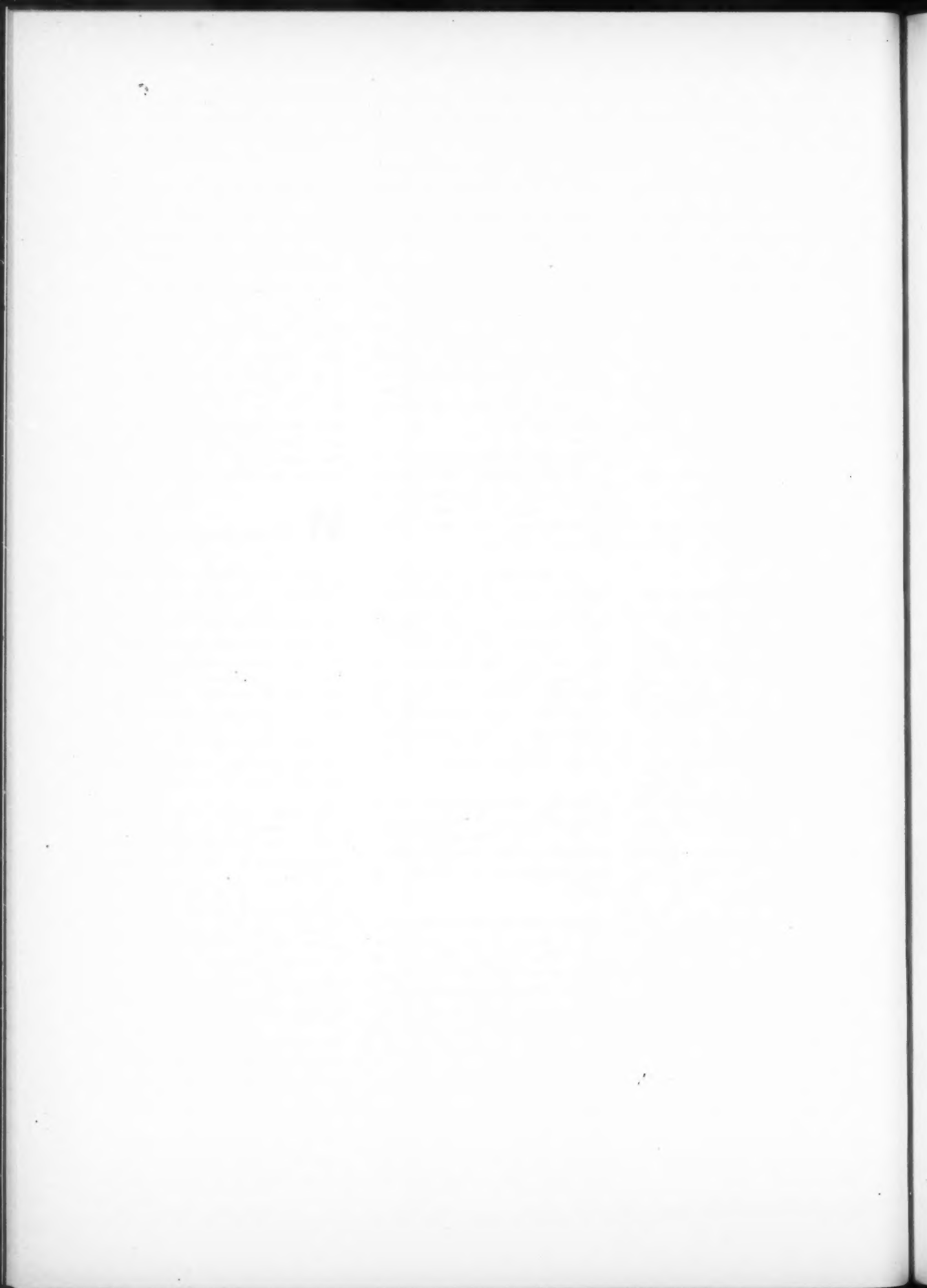
**Dental Preparations.** Anon. *Mfg. Perfumer*, 4, 54, 1939. An evaluation of modern materials used in tooth preparations. The work of Bunzell, Brody, Schermerhorn, Bol, Redgrove, and others is reviewed. Best abrasive is precipitated chalk; detergents suitable are soap and wetting agents; oxygenated products; reaction of dentifrice; germicidal value; flavoring; sweeteners and preservation are described. Glycerine and soap substitutes are suggested.

**Dentifrice.** *B. Pat.* 472,679. Cereisin is incorporated in a cleansing mixture made of antiseptic and polishing material to form either a paste or powder.

**Dentifrice.** *B.P.* 490,384. Refers to a dental preparation comprising a mixture of amino-methylene-carboxylic acid which contains at least two methylene-carboxylic groups together with the usual ingredients of tooth cleansing agents.

**Dentifrice, Preparation of.** *B. Pat.* 472,812. Insoluble ground sodium phosphate having a particle size of 35 microns used alone or together with flavors and mucilage or diluent.

**Hydrogen Peroxide and Sodium Perborate, Their Comparative Oral Irritant Action.** S. C. Miller, S. Sor-





rin, et. al. *J.A.D.A. & D. Cos.*, 25, 1957, 1938. Authors find 6.8 per cent using hydrogen peroxide and 21.1 per cent using sodium perborate developed hypertrophied filiform papillae of the tongue. The authors conclude that these materials should be used only under the direction of physician or dentist in order to determine frequency of use, method of application and need for rinsing mouth. Systemic effects are also possible from excessive use of perborate. (Through *Am. J. Pharm.*)

**Manufacture of Oral Preparations,** Anon. *Givaudanian*, Feb., p. 3, 1939. A general discussion of the manufacture of preparations used in cleansing and aromatizing the mouth and teeth.

**Mouth Washes,** H. Schwarz. *Seifensieder Ztg.*, 66, 63, 1939. A brief review.

**Oral Cosmetics,** H. Janistyn. *Seifensieder Ztg.*, 66, 7, 1939. A continuation of a series. A comparative test of the esters of p-hydroxybenzoic acid is shown. A variety of other antiseptic materials with their phenol coefficients are described.

**Oral Cosmetics,** H. Janistyn. *Seifensieder Ztg.*, 66, 24, 1939. A continuation describing various ingredients of which the following are undertaken: sodium pyrophosphate, alkyl-dimethyl-benzylammonium-chloride, potassium iodide, eucupin and optochin. (To be continued.)

**Oral Cosmetics,** H. Janistyn. *Seifensieder Ztg.*, 66, 44, 1939. A discussion of colors and enzymes used in the formulation of dentifrices.

**Oral Cosmetics,** H. Janistyn. *Seifensieder Ztg.*, 66, 82, 1939. A continuation. Enzymes and radioactive substances are discussed.

**Oral Cosmetics,** H. Janistyn. *Seifensieder Ztg.*, 66, 99, 1939. A continuation. A discussion of remineralizing substances and salts from famous springs or spas.

**Oral Cosmetics,** H. Janistyn. *Seifensieder Ztg.*, 66, 120, 1939. A continuation. The author discusses acids and acid salts, neutralizing substances, astringent materials, miscel-

laneous materials and a general review of tooth powder ingredients.

**Oral Cosmetics,** H. Janistyn. *Seifensieder Ztg.*, 66, 137, 1939. A continuation of a series. Thirty formulas for tooth powder are given. Among some of the unusual ingredients utilized are titanium dioxide, borax, silicagel, zinc peroxide, pyrophosphates, milk sugar, sodium persulphate, calcium gluconate and sodium carbonate.

**Testing Dentifrice Abrasives,** M. L. Smith. *Ind. & Eng. Chem., Anal. Ed.*, 11, 155, 1939. An abrasion test is more useful than a scratch test, although the latter is useful in detecting coarse particles. Antimony is chosen as the best standard surface. A modification of a convenient apparatus using sized powders indicated that particle size distribution is important. Larger particles gave fewer but deeper scratches. Reference is made to the work of Wright and Fenske, and the abrasion test on extracted teeth is correlated with cleaning teeth in the mouth. Extracted teeth tests exaggerate the wear.

**Tooth Bleaches.** *Di. Apoth. Ztg.* Three formulas are given. One such mixture consists of calcium carbonate 250 parts, magnesium carbonate 42 parts, sodium perborate 15, sodium soap 15, peppermint oil 7, anise oil 0.4 and glycerine qs. (Through *Seifensieder Ztg.*, 66, 122, 1939.)

**Tooth Cleansing Agent.** *D.R.P.* 666,982. A tooth paste or powder composed of (among other formulas) polymerized product of vinyl chloride and methyl acrylate 45 grams and glycerine 55 grams.

## N Antiseptics

**Antiseptic Soaps,** Anon. *Seifensieder Ztg.*, 65, 901, 1938. (See item under Section L.)

**Bacteriostatic,** Anon. *Alcohol News*, December, p. 1, 1938. It is reported that 2-ethyl-mercuri-thiopyridine-5-carboxylic acid in a dilution of 1:3,750,000 is able to prevent the growth of *Staphylococcus aureus*.

**Bacteriostatic Action of Alkyl Sulphates,** P. B. Cowles. *Yale J. Biol. Med.*, 11, 33, 1938. Gram positive organisms are inhibited by alkyl sulphates of the type  $R-O-SO_3Na$ , but not the gram negative organisms. Lauryl, myristyl and cetyl salts are most effective. (Through *C.A.*)

**Butyl p-Hydroxy Benzoate,** M. G. deNavarre. *American Perfumer*, 38, No. 2, 49, 1939. This material is more potent than either the methyl or propyl esters, which have been used in the past.

**Disinfectants and Antiseptics,** Scientific Progress in 1938, E. Klarman. *Soap*, 15, No. 2, 111, 1939. A review covering organic mercurials, phenolics, halogen germicides, acids, quarternary ammonium and other onium compounds, essential oils, ultra violet light and a miscellaneous group. Fifty-eight references included.

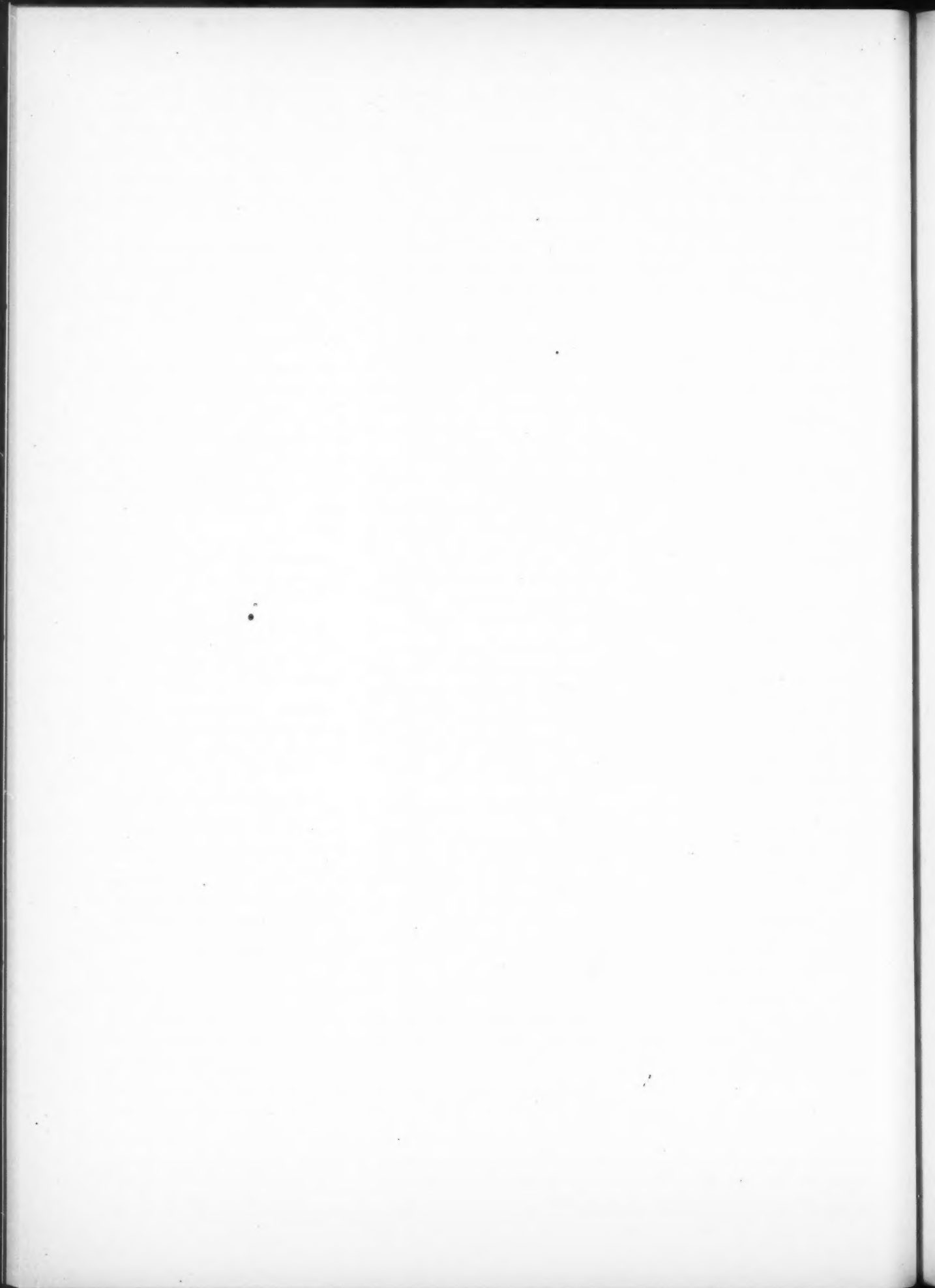
**Eucalyptus Oil,** H. Sillman. *Mfg. Perfumer*, 9, 391, 1938. (See item under Section C.)

**Germicidal Detergent.** *U.S.P.* 2,136,806. The germicidal detergent consists of buffer salts, soap, and azochloramid.

**Stability of p-Hydroxy Benzoic Esters,** F. Reimars. *Dansk Tids., Farm.*, 12, 240, 1938. (See item under Section A.)

**Sterilizing Face Creams by Radiation,** R. Salomon. *American Perfumer*, 38, No. 2, 41, 1939. A review of the usefulness of the Rentschler Process in sterilizing the air and cream surfaces in the manufacturing and filling rooms. The process has special usefulness in the manufacture of lanolin creams which are well known to become moldy.

**Ti-Tree Oil,** R.E. Goldsbrough. *Mfg. Perfumer*, 4, 45, 1939. Ti-Tree oil is freely used in various pharmaceutical preparations in Australia. An antiseptic liquid shampoo is made from 7 per cent oleic acid, 3 per cent ti-tree oil, 12 per cent cocoanut fatty acids, 10 per cent triethanolamine, 2 per cent glycerine and 66 per cent water. An antiseptic cream is made from 10 per cent ti-tree oil, emulsifiers 10 per cent, mineral oil 29 per



cent, glycerine 1 per cent and water 50 per cent. Other formulas are mentioned.

**Ultraviolet Air Sanitation**, F. W. Robinson. *Ind. & Eng. Chem.*, 31, 23, 1939. Using adequately designed ultraviolet installations, satisfactory air sanitation has been provided. The rate of destruction of bacteria is proportional to the rate of circulation; if the total rate of circulation is sufficiently lower than 20 times per hour, additional provisions are essential for good sanitation.

## O Hair Preparations

**Animal and Vegetable Waxes** in 1937, L. W. Greene. *Oil & Soap*, 15, 317, 1938. (See item under Sec. D.)

**Bleached Lac**, Factors Which Influence the Keeping Qualities, N. N. Murty. *Ind. & Eng. Chem.*, 31, 235, 1939. Bleached lacs constitute one of the most widely used group of resins for light colored quick-drying finishes in spite of the fact that they are comparatively perishable, lose their solubility in alcohol and darken in color when stored under ordinary conditions. The author describes various treatments and their effect on the keeping quality of the product.

**Blond Hair Shampoo Powder**, Anon. *Seifensieder Ztg.*, 66, 97, 1939. A mixture of sodium bicarbonate, with 5-10 per cent sodium perborate in a soap powder.

**Cholesterin Hair Lotion**. *Pharm. Zentralhalle*, No. 50, 1938. Alcohol (90 per cent) 75 parts, isopropyl alcohol 5 parts, carbon tetrachloride 3, glycerine 2.65, cholesterin 0.25 parts, distilled water 13 parts, egg lecithin 0.1 part, and perfume 0.8 parts. Another formula contains: isopropyl alcohol 66, glycerine 2.5, cholesterin 0.5, distilled water 30, and perfume 1 part. (Through *Seifensieder Ztg.*, 66, 140, 1939.)

**Concentrated Setting Lotion**, Anon. *Mfg. Perfumer*, 4, 99, 1939. Such a concentrate can be made from karaya gum 9½ pounds, water soluble resin 12 pounds and isopropyl alcohol 2 gallons.

**Hair Lacker**. *Dt. Apoth. Ztg.* Two formulas are given for each of two types. To 700 parts distilled water is added 30 parts glycerine and 25 parts borax and when solution is complete 235 parts of tr. benzoin are added and 10 parts of perfume. The whole is allowed to stand and is filtered. (Through *Seifensieder Ztg.*, 66, 102, 1939.)

**Hair Lacquer**, M. G. deNavarre. *Mfg. Perfumer*, 4, 90, 1939. From 2 to 20 per cent of water soluble resin such as soluble de-waxed shellac, sorbitol or mannitol borate and other borates in a hydroalcoholic mixture are suggested.

**Hair Lacquers and Fixatives**, J. P. Sarensen. *Drug & Cosm. Ind.*, 44, 157, 1939. The purpose of hair lacquers is to hold the loose ends of hair in place and to give the coiffure a well-groomed appearance. Four formulas. A light hair lacquer can be made from 25 parts water soluble resin, 15 parts distilled water, 5 parts perfume and 55 parts of 70 per cent alcohol. Isopropyl alcohol can also be used but should be put through a deodorizing process.

**Hair Oils, Brilliantines, Pomades and Fixatives**, Ekman. *Reichstoffind.*, 14, 1, 1939. Three groups of oils, drying, non-drying and partly drying are given. Five compositions for hair oil are suggested, one of which is: 20 grams benzyl benzoate, 89 grams peanut oil, 90 grams olive oil and 1 gram salicylic acid. An oil with quinine base is: 600 cc olive oil, 400 cc mineral oil, 10 grams oxycholesterin and 20 grams quinine oleate. A pine needle pomade is made from: 100 grams pomade grease, 2 grams pine needle oil and ½ gram essence of bergamot. Perfumes for various pomades are given, with rose being compounded of: 2.5 grams oil rose, 1.5 grams essence neroli, 2.5 grams essence of bergamot, 25 grams essence palmarosa and 2.5 grams geraniol. Solid brilliantine can be made from 55 parts ceresin, 420 parts mineral oil and 20 parts clear resin. Emulsified hair fixatives can be made from 5.8 per cent triethanolamine stearate, 20.9 per cent mineral oil and 74.2 per cent water. A number of formulas containing gums are suggested. A fixative for permanents contains quince mucilage 100 grams,

50 grams rose water, 0.3 gram boric acid, 0.5 oil geranium, 0.1 gram vanillin and 8 grams alcohol 96 per cent. Three formulas for permanent waving solution conclude the article. Fifty-nine formulas.

**Hair Varnish**, Anon. *Mfg. Perfumer*, 3, 388, 1938. A hair varnish or fixer can be made from 10 parts Siam benzoin, 1 part mastic, 5 parts sandarac, 20 parts colophony, 0.5 part amber, 0.5 synthetic jasmin and 630 parts of 90 per cent alcohol. Effect solution with the aid of heat, cool and filter bright.

**Hair Waving Fluids**, M. G. deNavarre. *Mfg. Perfumer*, 4, 49, 1939. Stringy alkaline waving mucilages are most popular today. Basis of these is karaya gum made alkaline with alkali carbonates, hydroxides or borates. Some solutions sold as concentrates are suspensions of gum and borax in alcohol. An 8-ounce mixture of some of these will make from 6 to 10 gallons of waving fluid.

**Ketone Rancidity**, Determination of with Substituted Salicylic Aldehyde, E. Glimm & A. Semma. *Fette u. Seifen*, 45, 500, 1938. Substitution in the ortho position of salicylic aldehyde with CH<sub>3</sub>- or CH<sub>3</sub>O- groups gives compounds which produce a bright rose coloration in the presence of ketones. The reactions were weaker than that of salicylic aldehyde. (Through *Oil & Soap*.)

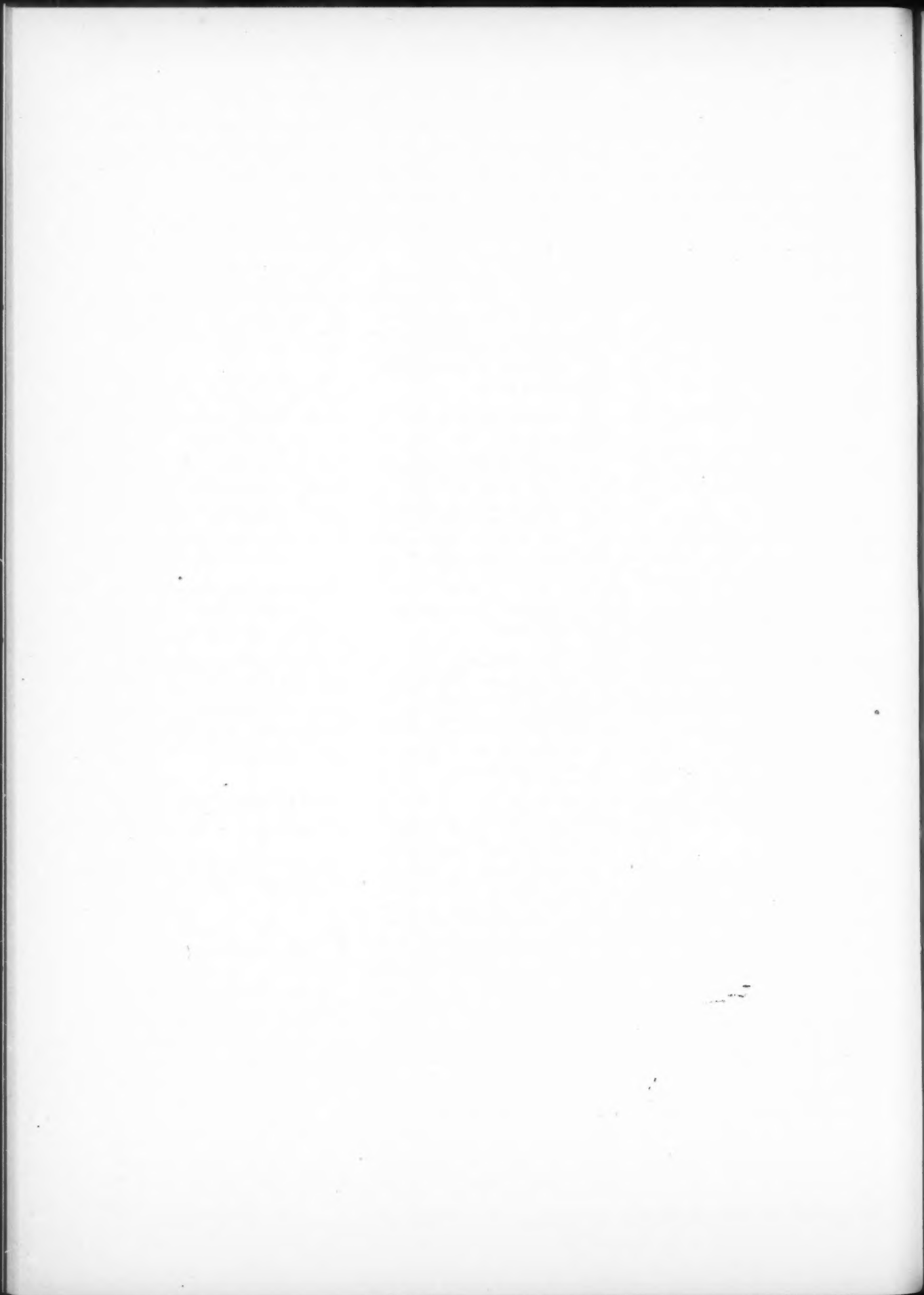
**Quick Lathering Shampoo Powder**, Anon. *Perf. & Ess. Oil Record*, 30, 55, 1939. (See item under Sec. L.)

**Shampoo Powder**. *D.R.P.* 658,246. (See item under Section L.)

## P Sun Tan Preparations

**Summer Preparations**, J. Kalish. *Drug & Cosm. Ind.*, 44, 168, 1939. The author refers to earlier articles and describes certain trade-named specialties. Four formulas are given. A lipstick containing sun screen is also suggested.

**Sunburn Preparations**, J. M. Valance. *Mfg. Perfumer*, 4, 77, 1939. A review of the various properties of sun screens and methods of in-





corporating them into cosmetic preparations. Eleven formulas.

**Sun Screens, Spectrophotometric Investigation of,** H. Boehme and B. Reichert. *Arch. Pharm.*, 275, 437 1937. The authors evaluate certain commercial products. Mathematical derivations indicate the formulas,  $E = c.d.k.$  in which  $E$  is the extinction coefficient,  $c$  the concentration in grams per hundred cc,  $d$  the thickness of the layer in mm, and  $k$  the characteristic constant for each particular material.  $E = -\log D$ , where  $D$  is the permeability. Of five oil preparations, four showed from 50 to 60 per cent effectiveness, and one was completely inactive. Eight creams showed up to 99 per cent efficiency. Fat-free solutions tested showed a high effectiveness running from 85 to 99 per cent. (Through *J.A.Ph.A.*)

**Sun Screen.** *U. S. Pat. 2,134,497.* Contains as active ingredient either cinnamal acetophenone or dibenzalacetone in a vehicle capable of application to the skin, in a concentration not substantially greater than 1 per cent.

**Sun Tan Creams and Lotions,** H. Lee-Charlton. *Soap, Perf. & Cosm.*, 12, 238, 1939. A review of the method of producing sun tan, and a description of various trade-named specialties along with their application in cosmetics for this use. Eight formulas.

**Sun Tan Preparations,** Anon. *Pharm. J.*, 140, 569, 1938. The following oils are useful bases for sun screens: mineral, coconut, poppyseed, olive, cottonseed and sesame. Oil of Ben is a good vehicle. Mineral oil addition is advisable so as to prevent too rapid absorption of the screen by the skin. Suitable volatile oils for perfuming are: lavender, geranium, cedar of Lebanon, sandalwood and generally any terpeneless or sesquiterpeneless oil. Oils not prepared by distillation such as bergamot are not recommended. (Through *J.A.Ph.A.*)

**Tanning of Human Skin, Relationship of Male Hormone Therapy,** J. B. Hamilton and G. Hubert. *Science*, 88, 481, 1938. Male hormone substances exert a "developing" action upon the colorless material deposited

in the skin of men with insufficient testicular secretion, resulting in a good skin tan. The sex hormone acts as a "developer" of what the authors call a "photographic-like process." Cessation of treatment with hormone causes the tan to gradually fade, but return on further hormone treatment. (Through *C.A.*)

**Ultraviolet Light, Protecting Skin Against.** *U. S. Pat. 2,104,492.* A medium, acting to protect the skin against the noxious rays of the ultraviolet without excluding the tanning rays, contains as a light-absorbing agent sodium phenyl-benzimidazole sulphonate.

## Q Miscellaneous

**Acid and Alkali Resistant Closures.** *U. S. Pat. 2,138,419.* Closures are lined with an aluminum foil provided with an oxide film.

**Antioxidants,** R. G. Harry. *Mfg. Perfumer*, 4, 83, 1939. Three types of rancidity are discussed, i.e., oxidative, bacterial and ketonic. Tests for rancidity are suggested. The author's tests on apricot kernel, cod liver and avocado oils with a series of antioxidants are shown in three tables. Cholesterol proved to have good antioxidant properties for apricot kernel and for cod liver oils. Alpha-naphthylamine, hydroquinone and gum guaiacum also proved effective. Several proprietary compounds showed good antioxidant properties. Water soluble antioxidants for the aqueous phase of emulsions are suggested.

**Bentonite Italian,** Anon. *Rivista Italiana*, 20, No. 9, XLVI, 1938. A description and analysis of Italian bentonite. It can absorb five to six times its own weight of water, and is similar to Wyoming bentonite.

**Benzyl Alcohol Vapors, Intoxication from,** R. Gaulejac and P. Der-villee. *Ann. Med. Legale Criminol. Police Scie.*, 18, 146, 1938. A short discussion of pathological manifestations caused by benzyl alcohol and benzene in lacquers and dopes, and methods of preventing these hazards. (Through *J.A.Ph.A.*)

**Cleansing Liquid.** *Can. Pat. 372,703.* As an example, mix 28 cc di-ethyleneglycol with water to make 4.5 liters. Add coloring matter, perfume and alcohol.

**Corrosion of Metals, Soap and Allied Products Industries,** G. L. Cox. *Ind. Eng. Chem.*, 30, 1349, 1938. Results of a number of corrosion tests made in operating plant equipment in production of soaps, fatty acids and by-products are reported. Typical examples of service records are cited. These should serve as a guide in the selection of proper materials for the construction of equipment.

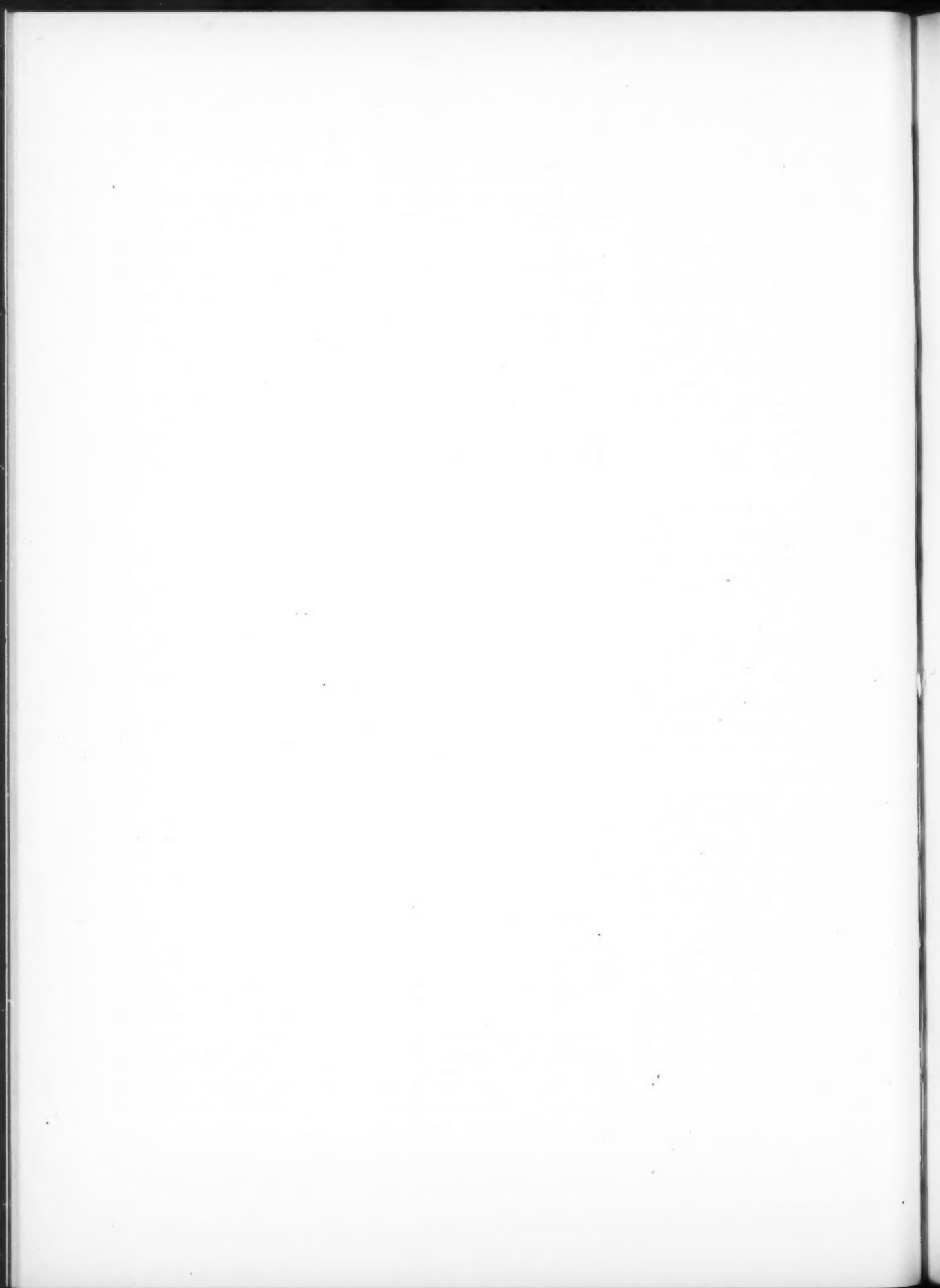
**Glyceryl Mono-Soybean,** M. G. de-Navarre. *American Perfumer*, 38, No. 1, 45, 1939. An oily material having possibilities in cosmetics of different sorts, is sold under the name of glyceryl mono-soybean. The product is made by esterifying the soybean fatty acids with glycerine.

**Ichthyol, Source and Properties,** O. C. Blade. *U. S. Bur. Mines Circ. No. 7042*, 1938. A review of the literature with 150 references. Various workers believe that the high percentage of thiophene compounds accounts for its therapeutic effectiveness in skin diseases and inflammations. (Through *C.A.*)

**pH of Human Sweat,** Anon. *Mfg. Perfumer*, 3, 361, 1938. The work of Leduc, duplicating the experiments of Mezinesco on the analysis of sweat, is described. Leduc found that of 41 samples of human sweat examined, only five showed pH below 7; 27 had values between 7 and 8; nine had pH values above 8. Leduc did not describe the physical conditions of the patients tested.

**Preparation of Naphthalene Sulphonic Acids,** S. von Pilat and N. Turkiewicz. *Petroleum*, 34, No. 85, 1938. Naphthenic acid esters are fractionated and reduced to alcohols, then converted to the sulphonates at a temperature of 200° with aid of pressure. The resulting products are water soluble, and yield water soluble compounds of calcium, barium, sodium and silver. (Through *J.A.Ph.A.*)

**Sanitary Floors, How to Select and Maintain,** C. A. Shillinglaw, J. F. Hale & J. M. Sharf. *Food Ind.* 10,



687, 1938. A discussion of various kinds of floor and flooring, their construction, reasons for use or discarding, along with practical suggestions.

**Saturated Solutions**, Anon. *Merck Report*, 48, No. 1, 11, 1939. Certain saturated solutions are often used as stock solutions from which useful subsequent dilutions can be made. The following approximate quantities will make saturated solutions at between 20 and 25°C: boric acid 5.1 grams in 97 cc water, sodium thio-sulphate 93 grams and 46 cc water; sodium bicarbonate 8.5 grams in 98 cc water, sodium chloride 31 grams in 89 cc water, magnesium sulphate 72 grams in 58 cc water.

**Skin and Health Respiration**, E. S. Cook. *Chemical Products*, 1, 65, 1939. Respiration is an important criterion of cellular behavior in general. In particular, it is suggested that respiration is a useful index of skin health. Biodynes, natural cellular substances which have specific metabolic stimulating effects, are described. The possible use of respiratory biodynes in stimulating skin respiration is suggested.

**The Skin, Its Diseases**, J. Desplanques. *Recherches*, No. 8, 150, 1938. A continuation of an earlier article. Erythema, acne and cutaneous reactions are reviewed. Twenty references to the literature.

**Spot Removers**, C. F. Mason. *Chem. Ind.*, 44, 291, 1939. Factors involved in development of spot removers are discussed together with probable formulation. Fourteen formulas.

**Spray Drying**, B. B. Fogler & R. V. Kleinschmidt. *Ind. & Eng. Chem.*, 30, 1372, 1938. Thorough discussion of drying materials, especially amorphous products, by using a spray process. Grinding operations are eliminated. Special properties are given to substances so dried. Heat sensitive materials are especially well handled by this method. Thirteen illustrations showing various processes.

**Standards for Flavoring Extracts and Essential Oils Suggested**, Anon. *American Perfumer*, 38, No. 3, 41, 1939. Standards proposed to the Food Standards committee of the Food and Drug Administration are listed. Seventy-six standards.

**Tragacanth, Distinguished from Acacia, Rapid Method**, Manseau. *Union Pharm.*, 79, 65, 1938. Tragacanth will give a starch reaction with iodine solution, whereas acacia will not.

**Waxes and Waxlike Products**, L. Ivanovszky. *Oil Colour Trades J.*, 96, 33, 1939. Constitution, classification according to chemical composition, origin and technical application. New synthetic waxes are superior to old ones for special uses. (Through C.A.)

## R Oils and Fats

**Alpha and Beta Lecithin, Methods of Separating**, T. Yoshinaga. *J. Biochem. (Japan)*, 27, 1, 1938. (See item under Section D.)

**Alteration of Oleins by Oxidation**, J. Clavel. *Teintex*, 3, 521, 1938. There is a relationship between the iodine value and oxygen absorption in fats during storage. Traces of iron from containers catalyze the oxidation. (Through C.A.)

**Antioxidants**, R. G. Harry. *Mfg. Perfumer*, 4, 83, 1939. (See item under Section Q.)

**Antioxidants and Rancidity**, Anon. *Chem. Age*, 38, 263, 1938. Three groups of antioxidants are described. Their usefulness in practice is evaluated, with some general recommendations. (Through *Deutsche Parf. Ztg.*)

**Beeswax Industry**, M. deKeghél. *Rivista Italiana d. Ess. d. Prof. e. d. Piante Officinali*, 21, No. 1, 42, 1939. (See item under Section D.)

**Beeswax Industry**, M. deKeghél. *La Rev. des Prod. Chimique*. (See item under Section D.)

**Chemistry of Fat Rancidity, III, The Influence of Substances which Accompany Fats**, F. Kiermeier & K. Taufel. *Fette u. Seifen*, 45, 487, 1938. The presence of proteins, enzymes and microorganisms may play an important role. (Through C.A.)

**Cholesterol, Determination of**, F. E. Kelsey. *J. Biol. Chem.*, 127, 15, 1939. (See item under Section A.)

**Clarification and Filtration, In the Oil Refinery**, M. Singer. *Seifensieder Ztg.*, 66, 113, 1939. A continuation of an earlier article describing various phases of filtration.

**Clarification and Filtration, In the Oil Refinery**, M. Singer. *Seifensieder Ztg.*, 66, 131, 1939. A discussion of filtration of bleached oils, brightening of deodorized oils, and handling of cold-test oils.

**Fats and Oils, Action of Microorganisms on, Oleic Acid**, H. Reynolds & E. W. Hopkins. *Oil & Soap*, 15, 310, 1938. Fungi had little action on destroying oleic acid or changing the iodine value or saponification number. Mixed cultures of bacteria had slight effect on oleic acid.

**Glyceryl Mono-Soybean**, M. G. deNavarre. *American Perfumer*, 38, No. 1, 45, 1939. (See item under Section Q.)

**Hydrogenated Castor Oil in Ointments, III, Sulphonated Product**. *Journal Amer. Pharm. Assn.*, 27, 100, 1939. (See item under Section G.)

**Hydroxy and Oxidized Fatty Acids**, R. Dieterle. *Seifensieder Ztg.*, 66, 1, 1939. (See item under Section L.)

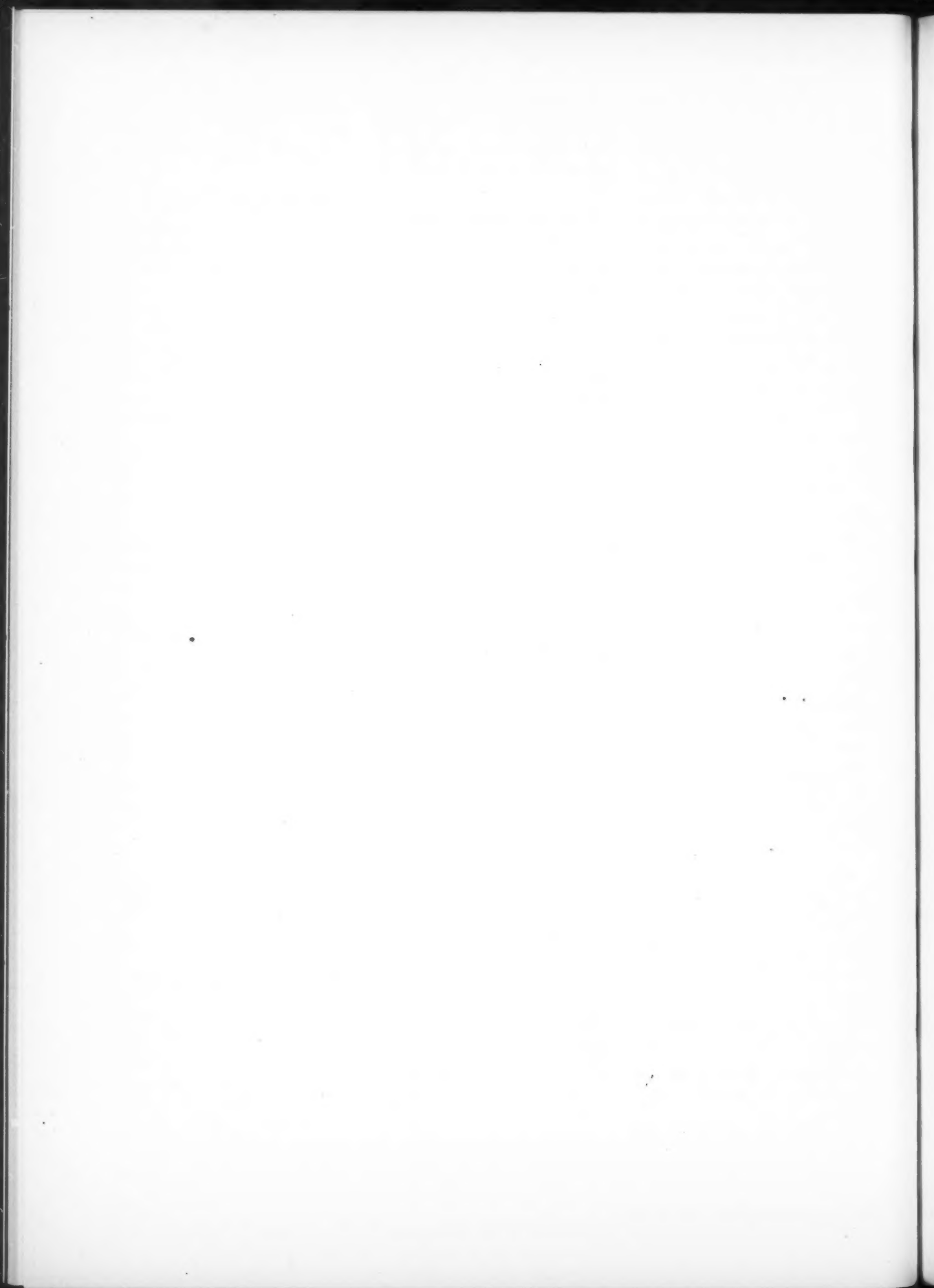
**Rancidity, In Edible Fats**, C. H. Lea. *Dept. Sci. Ind., Res. Food Invest. Spec. Rept.* 46, 230. A large part of the report deals with the oxidation and oxidative rancidity of fats. Other types of rancidity are also discussed. Rancidity acceleration and inhibition are dealt with. (Through *J.A.Ph.A.*)

**Spermaceti Oil in Cosmetics**, B. Panteleymonoff. *la Parf. Moderne*, 32, 447, 1938. (See item under Section D.)

## S Shaving Preparations

**Astringent Lotion**, Anon. *Perf. & Ess. Oil Record*, 30, 16, 1939. (See item under Section D.)

**Brushless Shaving Cream**, Anon. *Perf. & Ess. Oil Record*, 30, 15, 1939. A satisfactory brushless shaving cream can be made from stearic acid 20 per cent, mineral oil 2 per cent, cetyl alcohol 1/2 per cent, potassium





hydroxide 1 per cent, water 70 per cent, glycerine 6 per cent, and perfume  $\frac{1}{2}$  per cent.

**Corrosion of Metals, Soap and Allied Products Industries, G. L. Cox.** *Ind. Eng. Chem.*, 30, 1349, 1938. (See item under Section Q.)

**Hair and the Shave, A. B. Kish.** *Drug & Cosm. Ind.*, 43, 664, 1938. A discussion of the composition of hair, physical properties and effect of various hair softeners, from the viewpoint of shavers. In practice, it takes a minimum of one minute washing time and three minutes' softening time for a good shave. The effect of different shaving technique and angle of shaving blade is mentioned. Twelve illustrations.

**Liquid Shaving Soap, Anon.** *Seifensieder Ztg.*, 65, 449, 1938. (See item under Section L.)

**Shaving Product. Fr. Pat. 832,208.** Strontium sulphite or other pro-depilatory products are mixed with magnesia, glycerol, antiseptic, camphor and binder.

**Shaving Soaps and Creams, G. von Krueger.** *Fette u. Seifen*, 45, 523, 1938. A review of patents issued in recent years for the manufacture of shaving soaps and creams. Among the patents mentioned are: U. S. 1,979,385, using high percentages of mineral oil; U. S. 2,061,468, using up to 90 per cent fatty alcohol sulphates; F. P. 810,847, sulphonated product of monoglyceride of coconut fatty acids constitutes 45 per cent of a shaving cream; B. P. 429,786 covers a shaving preparation made from stearic acid, sulphonated train oil, glycerine and water; N. P. 56,620 and U. S. 1,991,501 use mild alkali. Four formulas mentioned in the various patents herein are given. (Through Soap.)

## T Skin Absorption

**pH of Human Sweat, Anon.** *Mfg. Perfumer*, 3, 361, 1938. (See item under Section Q.)

**Skin and Health Respiration, E. S. Cook.** *Chemical Products*, 1, 65, 1939. (See item under Section Q.)

*The American Perfumer, April, 1939*

## U Dermatitis

**Cosmetic Dermatology, Cetyl Alcohol, H. Goodman and A. Suess.** *Urol. Cutaneous Rev.*, 42, 909, 1938. (See item under Section D.)

**Cosmetic Irritants, L. Tulipan.** *Arch. Dermatol. Syph.* 38, 906, 1938. A summary of irritating materials found and used in cosmetics.

**Dermatitis, M. R. Mayers.** *Safety Eng.* 76, No. 5, 9, 1938. Allergic skin reactions due to exposure to soap, powders and oils are probably due to the alkali. (Through C.A.)

**Ichthyol, Source and Properties, O. C. Blade.** *U. S. Bur. Mines Circ. No. 7042*, 1938. (See item under Sec. Q.)

**Indelible Lipsticks, Bromo Acid Sensitivity is Allergic. M/g. Perfumer, 3, 379, 1938. (See item under Sec. J.)**

**Lipstick Dermatitis, Acquired Sensitivity, H. L. Baer.** *Urol. Cutaneous Rev.*, 42, 903, 1938. Using ten times the usual strength of bromo acid in petrolatum, 75 patients showed no sensitization on first test. Repeated testing on same area in 36 patients showed positive results in nine. When the dye was applied to other spots of the nine patients four showed positive reactions. No reactions to single or repeated applications were obtained with bromo acid dyes used in same strength as used in ordinary lipstick; nor with eosin lakes precipitated by aluminum sulphate; nor with insoluble diazo dyes alone or together with precipitated lake; nor with cetyl alcohol, hydrogenated coconut oil, cacao butter, absorption base, castor oil, mineral oil, petrolatum, paraffin, ceresin, white ozokerite or perfumes. (Through C.A.)

**The Skin, Its Diseases, J. Desplanques.** *Recherches*, No. 8, 150, 1938. (See item under Section Q.)

**Vitamin A Content of Skin in Various Dermatoses, E. Schneider and M. Widder.** *Arch. Dermatol. Syph.* 178, 168, 1938. Patients with eczema psoriasis and other skin infections showed no greater decline in vitamin A and carotene than in the case of other skin infections. (Through C.A.)

## V Manicure Preparations

**Manicure Preparations, S. P. Janaway.** *Perf. & Ess. Oil Record*, 29, 472, 1938. Six types of manicure preparations are discussed. Formulas for nail enamel, enamel remover, cuticle cream and remover, nail white and bleach and hand beautifying preparations are given. A typical cuticle remover contains 2.5 per cent caustic potash, 18 per cent glycerine, water 79 per cent and  $\frac{1}{2}$  per cent perfume. Cream type of enamel remover can be made from 30 parts glycol methyl ether, 25 parts glycol ethyl ether, 21.5 parts ethyl acetate and 10 parts diglycol stearate, 2.5 parts triethanolamine stearate, 4 parts stearic acid, 2.5 parts pine oil, and 4.5 parts beeswax.

**Nail Enamels, Anon.** *Deutsche Parf. Ztg.*, 24, 457, 1938. A review of the five ingredients each good nail enamel must contain, with several formulas for nail enamel. The effect of various additions is mentioned.

**Nail Enamel. Fr. Pat. 827,882.** Contains glycerine 0.5, sulphuric ether 4.65, ZnO 15, acetone 19, amyl acetate 18, butanol 22, celluloid 20, olive oil 0.5, ultramarine 0.15, and lavender oil 0.2 per cent.

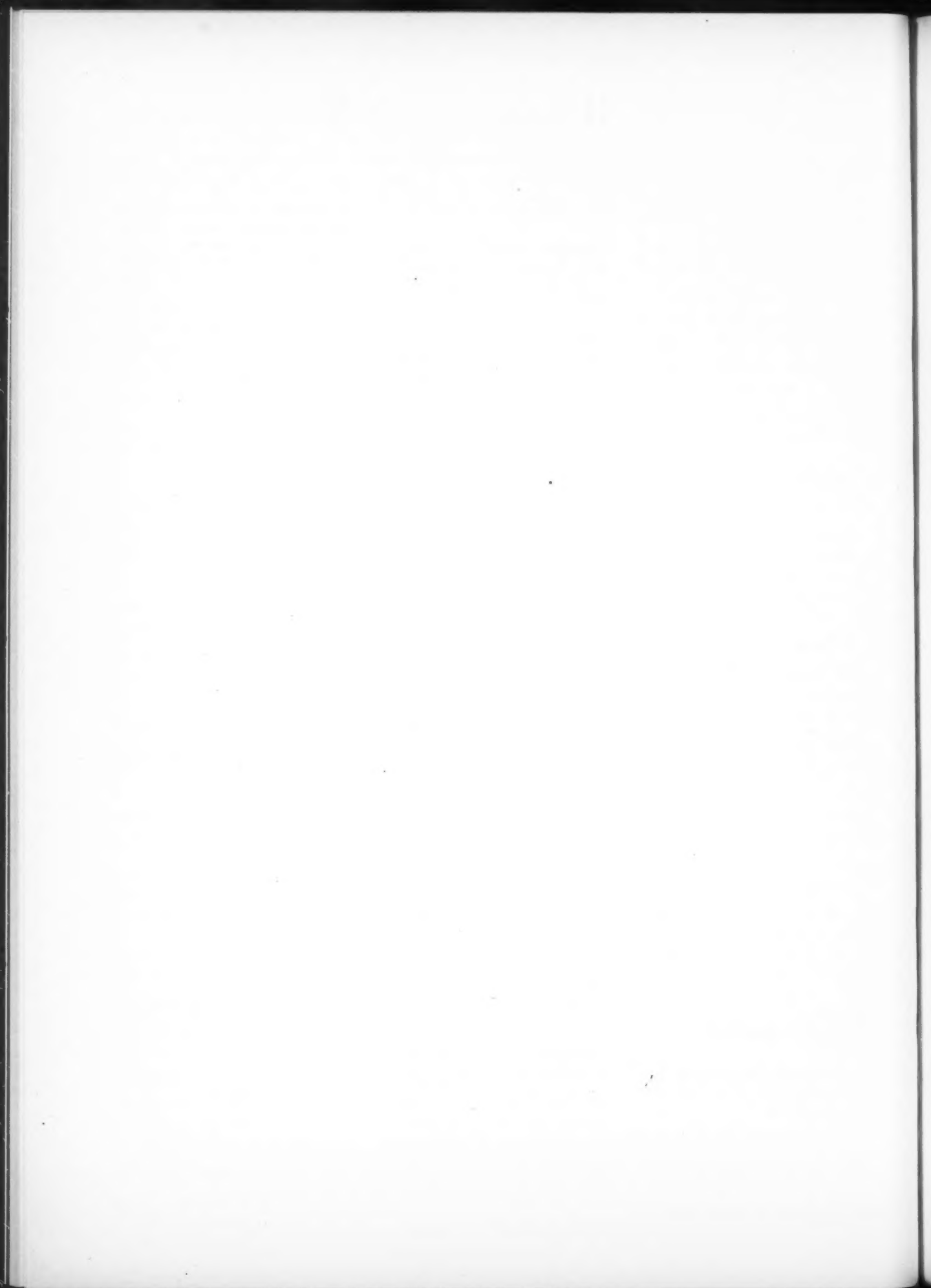
**Preparations for Care of Hands and Feet, Anon.** *Deutsche Parf. Ztg.*, 25, 35, 1939. A brief description with numerous formulas.

## W Wetting and Foaming Agents

**Bacteriostatic Action of Alkyl Sulphates, P. B. Cowles.** *Yale J. Biol. Med.*, 11, 33, 1938. (See item under Section N.)

**Emulsifying Agents. Can. Patent 377,543.** (See item under Sec. H.)

**Esters of Sodium Sulpho-Succinic Acid, C. R. Caryl and W. P. Ericks.** *Ind. & Eng. Chem.*, 31, 44, 1939. A brief review of the theory of surface active compounds from which it is shown that wetting agents of varying characteristics can be synthesized, practically to order. The name Aerosol OT refers to the di-octyl ester of sodium sulpho-succinate in its 100 per cent form. The authors classify wet-



ting agents and discuss the Draves Test for wetting action.

**Ether Sulphonates, Detergent Properties of,** F. J. vanAntwerpen. *Ind. & Eng. Chem.*, 31, 64, 1939. Sulphonated ethers have none of the disadvantages of sulphonated esters or other synthetic detergents. Charts showing dispersion, adsorption, breaking strength of cloth using various detergents, properties of ether sulphonates and other detergents in presence of hard water at room temperature. Its stability makes it interesting as a cosmetic material.

**Foaming Agent and Detergent.** *Can. Pat.* 377,307. Aliphatic alcohols containing 10-22 carbon atoms are caused to react with a mixture consisting of the reaction products of chlorosulphonic acid on a metal salt of the group consisting of chloride and sulphate, etc.

**Higher Fatty Alcohols,** C. E. Mullin. *Soap*, 15, No. 1, 27, 1939. Fourth of a series of articles continuing a discussion of higher aliphatic alcohols which may be of interest in the manufacture of detergents and wetting agents.

**Higher Fatty Alcohols,** C. E. Mullin. *Soap*, 15, No. 2, 29, 1939. The fifth of a series of articles dealing with the basic materials used in the synthesis of wetting agents and detergents. This particular article reviews the Lazier and duPont patents, although others are included.

**Preparation Naphthalene Sulphonic Acids,** S. vonPilat and N. Turkiewicz. *Petroleum*, 34, No. 85, 1938. (See item under Section Q.)

**Preparing Detergents from Higher Alcohol Sulphonates, Principles Governing,** A. Bohanes. *Chem. Obzor.*, 13, 70, 1938. The author attempts to overcome the drawbacks of higher alcohol sulphonates by using the corresponding alcohols along with the sulphonates, adding methyl cellulose. (Through C.A.)

**Surface Active Agents,** F. E. Bartell. *Ind. & Eng. Chem.*, 31, 31, 1939. An introduction to the symposium which follows this article.

**Surface Active Agents,** F. J. VanAntwerpen. *Ind. & Eng. Chem.*, 31,

66, 1939. A list of wetting agents manufactured and commercially available in the United States.

**Surface Activity of Solid Emulsifiers,** J. M. Fain and F. D. Snell. *Ind. & Eng. Chem.*, 31, 48, 1939. (See item under Section H.)

**Surface Active Properties of Hexametaphosphates,** G. B. Hatch and O. Rice. *Ind. & Eng. Chem.*, 31, 51, 1939. Besides its well-known surface active properties, hexametaphosphate is able to form soluble complexes with many multivalent cations. Adding 2 p.p.m. of hexametaphosphate to water containing 200 p.p.m. calcium bicarbonate will obviate precipitation, even after adding 500 p.p.m. sodium carbonate or heating to 80°C for one hour. This has proved useful in preventing carbonate scales from forming in equipment.

**Wetting Agents.** *U. S. Pat.* 2,136,379. Sulphuric acid derivatives of fat acid diesters of glycols. If desired the products can be used as salts of  $\text{NH}_4$  or of organic bases. Also *U. S. Pat.* 2,133,287 and *Can. Pat.* 376,873.

**Wetting Agents, Technical Application,** J. Wakelin. *Chem. Prod.*, 1, 133, 1939. A discussion of soaps and their drawbacks. This leads to the development of wetting agents, resulting from the efforts of blocking the carboxylic group of ordinary soaps. Various trade-named products are mentioned along with uses for them.

## Y Permanent Waving Preparations

**Cysteine and Cystine, Colorimetric Determination of,** with Phosphotungstic Acid, A. Schoberl and P. Ramsbacher. *Biochem. Z.*, 295, 377, 1938. (See item under Section A.)

**Hair Lacker.** *Dt. Apoth. Ztg.* (See item under Section O.)

**Hair Wave Oils,** Anon. *Alcohol News, January, T.D.*, 1939. Certain hair wave oils leave the hair soft and shiny when used in permanent waving solutions at the rate of 2 to 4 ounces per gallon. The oils are

said to reduce the harsh action of the alkalies on hair.

**Newer Permanent Waving Preparations,** M. G. deNavarre and R. J. Maicki. *Mfg. Perfumer*, 3, 365, 1938. A theoretical consideration of reactions probably taking place during the permanent waving process, along with suggestions for formulation. Three formulas are given. A lotion intended for fine hair might be made from sodium sulphite 10 ounces, ammonia water 10 ounces and distilled water to make 100 ounces.

**Nitrogen Compounds, Their Application in Cosmetics,** A. Lewinson. *Soap, Perf. & Cosm.*, 12, 253, 1939. (See item under Section D.)

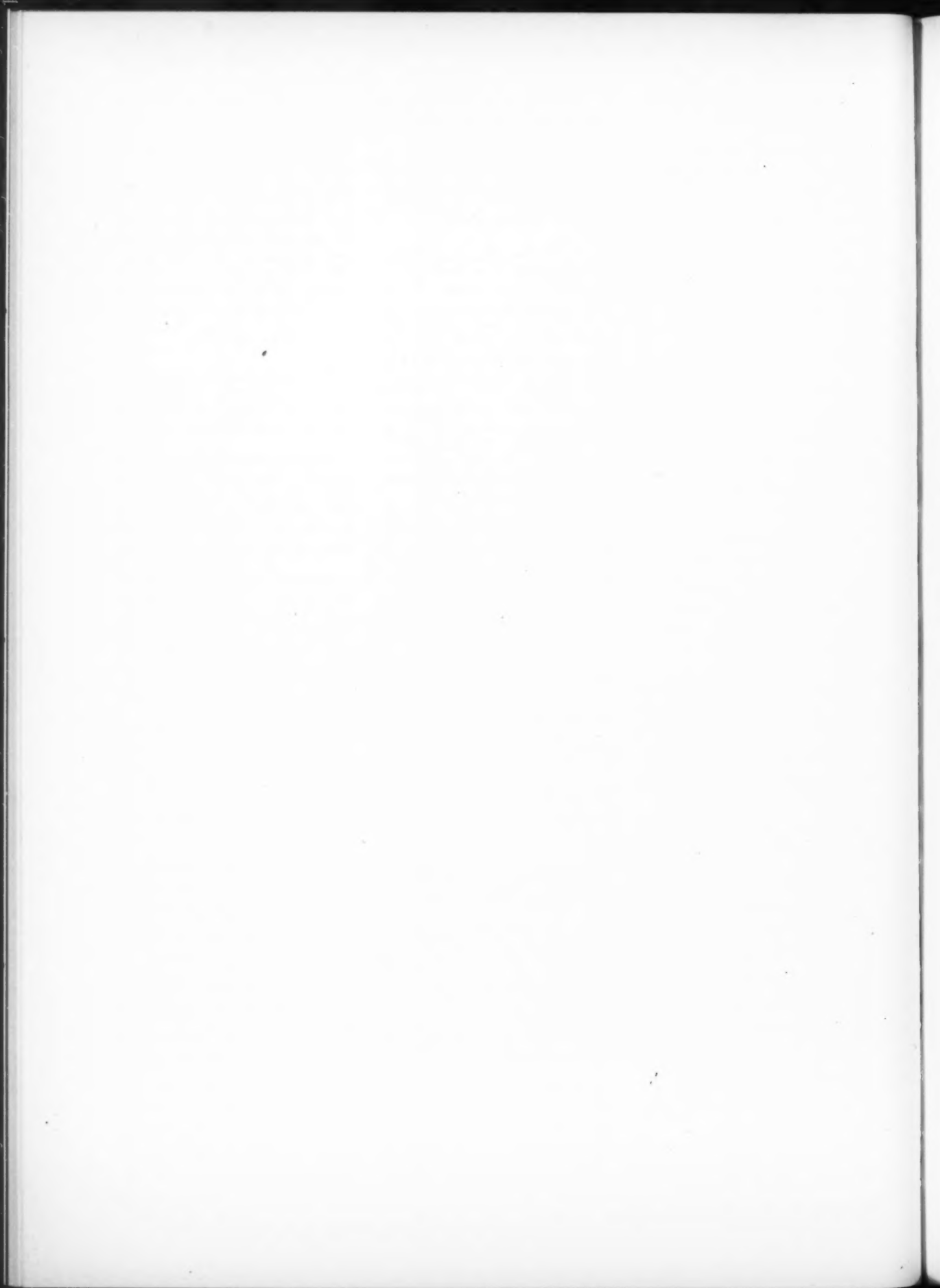
**Permanent Waving Sachets.** *B. Pat.* 491,099. A perforated pad impregnated with sodium sulphite, ammonium phosphate and gum which is immersed in a solution of ammonia water and tr. benzoin prior to use.

**Permanent Wave Preparations.** *Fr. Pat.* 813,334. A permanent wave solution consists of 25 grams lanolin, 5 grams sodium carbonate, 25 grams ammonium sulphuricinate, 20 grams ammonium sulphite, 5 grams potassium carbonate and 20 grams ammonia water (22 per cent) per liter.

**Permanent Wave Solution, Making Cloudy,** Anon. *Drug & Cosm. Ind.*, 43, 362, 1938. A mixture of equal parts of mineral oil and sulphonated castor oil will serve the purpose. Another suggestion is a mixture of oleic acid and mineral oil.

**Permanent Wave Solutions,** E. Mahler. *la Parf. Moderne*, 33, 21, 1939. A review of the mechanics of waving with 13 formulas for different kinds of solutions. A German formula mentioned is composed of 250 parts of 20 per cent ammonia, 200 parts of ammonium sulphite, 10 parts triethanolamine oleate, and 1300 parts water. Another formula utilizes 10 per cent triethanolamine ricinoleate and a bisulphite of soda.

**Waving Lotions, Chemically Preserved,** Anon. *Givaudanian*, October, p. 5, 1938. Gum and seed lotions are successfully preserved with a trade-named preservative. Disadvantages of sodium benzoate and formaldehyde.





# TURNER TUBES



SMART

MODERN

DURABLE

UNIFORM

COLORFUL

Manufacturers of  
COLLAPSIBLE  
TUBES since  
1898

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

# QUESTIONS AND ANSWERS

## 252. Liquid Powder Base

*Q: We would appreciate if you could advise us how to make a liquid powder base in tan, brunette, rough flesh and blonde that would stay in suspension. W. J. S., New York.*

*A: We presume you are referring to a liquid powder in the various shades mentioned. If this is so, try the following as the white base: ppt. chalk, light USP 5 parts, zinc oxide 5 parts, kaolin 10 parts, rose or orange flower water to make 100 parts. You will have to work out the color problem to suit yourself. A brilliant pink or geranium lake along with yellow ochre and burnt sienna will give you the tints you want.*

## 255. Hair Lacquer

*Q: If you have any information regarding a clear hair lacquer, we will greatly appreciate hearing from you, and thank you in advance for any help you may be able to give us. A. E., Illinois.*

*A: Replies No. 235 and 239 cover your requirement pretty well. Please*

*see the December, 1933, issue, this department. Under separate cover we are sending you the names of suppliers of water soluble resins.*

## 254. Orange Blossom Oil

*Q: Is acetone a good type solvent to extract the oil from orange blossoms? Do you consider the distillation of the same with steam, or steam and water, a good method? How does either method affect the quality of the resulting product? F. F., Florida.*

*A: Orange blossoms can be distilled with water, yielding an orange flower water and oil of neroli. Orange flowers can also be extracted with volatile solvent resulting in an absolute of orange blossoms after suitable separation of waxes. The two materials isolated by the different processes are quite different in quality and odor. For further information, we suggest you consult the articles appearing in the past few years in *The American Perfumer*, written by Dr. Ernest Guenther, in which the various processes are described, as well as resulting products.*

## 255. White Face Paste

*Q: Please favor us with a suggestion about a formula for making "white paste." This product is popular among Japanese women. In use it is first mixed with hot water on the hand and then painted on the face and neck. The painted area is then washed off with water. The material remaining on the skin becomes white when dry. The product must give this bright white, non-greasy and smooth effect. M. K., Japan.*

*A: You have quite an order. Our suggestion, however, is that you make an emulsion of titanium dioxide and aluminum sulphate or citrate, in one of the trade named acid emulsifiers, much like the present day deodorant creams. Apply the product as you outline, but wash away the rest with soap and water rather than just water. You will leave behind an aluminum stearate which will also hold onto some of the titanium dioxide, thus giving a white surface that will keep proportionately to the amount of deposited material. We regret that the product is unfamiliar to us.*

## TECHNICAL BOOK REVIEWS

□ **THE SOYBEAN INDUSTRY.** Dr. A. A. Hovath. 221 pages, 6 x 9 in. Chemical Publishing Co., New York, N. Y. 1938. Price \$4.00.

This volume is an authoritative, concise book on this young but fast growing industry written by a man whose practical experience covers the cultivation, shipping, storing and processing of soybeans.

An idea of the contents may be had from the following chapter headings: Edible Whole Soybean Flour, Pressure Oil Milling, Oil Milling, Press Oil, Press Meal, Solvent Extractions, Safety in Solvent Extraction and Flour Milling, Efficiency of Solvents and Their Effect on Oil Quality, Experimental Extraction of Phosphatides, Soybean Oil, Blown, Sulphonated and Hydrogenated Oil, Technical Uses of Soybean Oil, Core Oil and Cutting Fluid, Phosphatides (Lecithins) and Their Uses, Soybean

Protein, Industrial Protein, Plastics, Adhesive and Sizing Materials and Solvent Extraction Meal. The book is intended for technical workers in the soybean industry.

□ **HANDSOME IS AS HANDSOME DOES,** Hazel Rawson Cades. 104 pages, illustrated. Published by D. Appleton-Century Co., New York City. 5 x 7½ inches. 1938, price \$1.50.

Miss Cades is well known through her Good Looks feature in the *Woman's Home Companion*, which has made her name known to thousands of adults throughout the country. Her previous writings for the most part dealt with adult problems. But this unusual little book deals with the practical and effective manner in which mothers can make their daughters (we presume that the same applies to sons also) better looking.

The author does not attempt the impossible, and is too wise to suggest it. Child psychology is fully utilized. Every mother will welcome this up-to-date book. Buy one for your wife if there are children in your family, especially girls.

□ **PROPERTIES OF GLASS,** by G. W. Morey. Reinhold Publishing Co., New York, N. Y. 561 pages, 6 x 9 inches, illus. Price \$12.50. 1938.

The physics and chemistry of glass are presented in detailed and critical discussion. The properties of glass have made possible textile material of glass, glass brick, acid proof filter cloth, insulators, etc.

Twenty chapters with index comprise this outstanding book. It will find great usefulness in glass works and institutions of learning. Other than that, the text is too technical for the average cosmetic technician.

**THEN**

From T. F. Healey's Collection of Old Prints

*and NOW!*

• Take this sure way to boost sales of your facial cleansing pads: saturate the pads with a lotion containing 5 to 10 per cent of U.S.I. denatured ethyl alcohol.

U.S.I. Alcohol adds an extra refreshing touch, assists cleansing action and exerts a preservative effect. But more important yet, with U.S.I. alcohol you can perfume with new notes.

### Add a Refreshing Touch To Cleansing Pad Lotions **WITH U.S.I. ALCOHOL**

Leading American perfumers have learned that U.S.I. alcohol is easier to perfume because it does not clash with delicate essential oils. They know that U.S.I. has

rigid testing methods that hold jangling impurities such as acidity, fusel oil, aldehydes and other organic constituents to new low levels.

The U.S.I. representative has an intimate knowledge of the grades of ethyl alcohol most suitable for toiletries. His assistance is part of the service you can expect from U.S.I. Try it.

**U.S.I. INDUSTRIAL CHEMICALS, INC.**  
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# L A B E L E M E R G E N C Y

## Special EMERGENCY SERVICE On Label Revision Problems

Many subscribers — bewildered and confused by the complexities of the new Food, Drug and Cosmetic Act which must be complied with by June 25— have sent us their labels for advice on how to revise them. Up until now we have not been able to do this.

Realizing that the time is short and that hundreds of firms are in a quandary as to how to comply with the new regulations, we are offering this special EMERGENCY SERVICE. Our editors have arranged with reliable experts to give technical and legal suggestions for the revision of your perfume, cosmetic and toilet preparation labels . . . at a price within the reach of even the most modest-sized company.

**RATE:** The charge is only fifty cents per label submitted. Naturally, due to

the very low charge, use of this service is restricted to AMERICAN PERFUMER subscribers. In other words, we cannot offer this service to non-subscribers.

We also want to emphasize that the AMERICAN PERFUMER is offering this vital help on a strictly non-profit, non-competitive basis. It is not for those subscribers who belong to a trade association giving similar service to members. Nor is it for those who can afford to consult a label specialist.

Our EMERGENCY SERVICE, instead, is for subscribers who do not know where to turn for competent advice or who feel that they cannot afford a consultant's rates—especially since the government does not want unrevised labels sent to Washington for suggestions.

## SEND THIS COUPON WITH YOUR



# SERVICE

Are you confused about:

- What must appear on your label?
- What *may* appear on your label?
- What *may not* appear on your label?
- Where* it should appear?
- What should be mentioned first?

If perplexed by these and similar labeling questions, then read the instructions governing AMERICAN PERFUMER'S special EMERGENCY LABEL SERVICE.

clip here 

THIS OFFER GOOD

ONLY UNTIL MAY 20

## BEFORE SENDING US YOUR LABELS READ THESE INSTRUCTIONS CAREFULLY

1. You must be a subscriber.
2. Sign the coupon below and return together with fifty cents for *each different* label submitted.
3. Send all labels in triplicate, each pasted on separate sheets of paper, so there will be plenty of white space for marking notations and changes.
4. This service does not apply to food or flavors. It applies only to perfumes, cosmetics and toilet preparations.
5. Do not send booklets or enclosures. *Only labels will be considered.*
6. THE AMERICAN PERFUMER assumes no responsibility for suggestions or recommendation. All recommendations will be made with the best and most recent knowledge of the experts we employ.

All labels will be handled in order of receipt and will be returned first class mail as quickly as possible. We urge you not to delay.

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THE AMERICAN PERFUMER 9 East 58th Street, New York, N. Y.

As per your special EMERGENCY SERVICE offer I am enclosing ..... labels (in triplicate) for your revision.

I understand that the opinions, suggestions or criticisms made will be based upon the best judgment of your experts and that the AMERICAN PERFUMER believes them to be true, but neither the experts nor yourselves can guarantee them.

Enclosed find check, money order or stamps to cover your charge of fifty cents for each different label enclosed.

Company .....

Signed by .....

Street Address .....

City & State .....

*This offer good only until May 20th.*

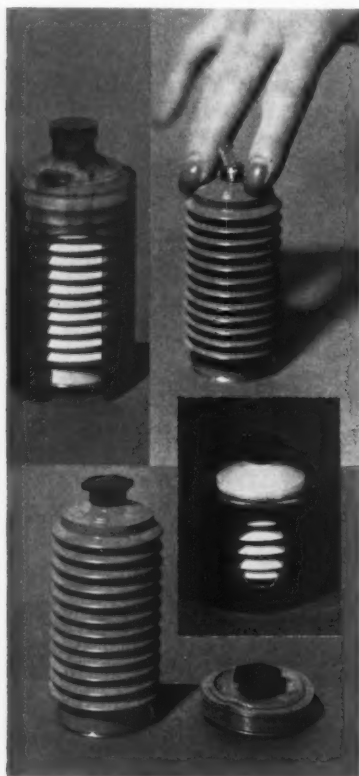
# LABELS

# NEW PRODUCTS AND PROCESSES

## New Collapsible Tube

A new type of collapsible tube with pleats or folds giving it a venetian lantern appearance has been invented and is being produced by Charles Davis. Two U. S. patents have been secured and a third is pending.

According to the designer the pleats are sharply defined so that under slight pressure the tube collapses axially and extrudes its contents. In addition to appearance which the makers state is retained during the time the tube is in use, it is claimed to have other advantages. Thus the pleated tube stands on its base and its height is reduced progressively and almost impercep-



As shown outer casings may be used

tibly. Further it is claimed that the pleated tube does not spurt.

If the tube is pressed downwards, it is pointed out, it is not necessary to move the tube from where it stands. After removal of the cap, pressure extrudes the cream through the nipple, extrusion stop-

ping when the pressure ceases. Waste of contents in the folds of the tube is eliminated almost 100 per cent, it is claimed.

In making the pleated tubes, ordinary collapsible tubes are used. The closure is a metal stopper rolled on in much the same way as lids in the tin can trade. Two operatives, one at the pleating machine and the other stoppering, can handle 250 tubes per hour, it is stated. The tubes may be lacquered and printed before pleating or lacquered only after pleating. Inexpensive outer packages are also available. Machines are available for pleating tubes in the plant of the manufacturer of toilet creams by a licensing arrangement. In such cases tubes to be pleated are obtained from collapsible tube manufacturers.

## Synthetic Cereus

The fragrance of the rare American cactus, *Cereus*, which blooms for only a single night a year, has been closely reproduced and placed on the market by Guy M. Verley & Co., Chicago, Ill., according to a recent announcement.

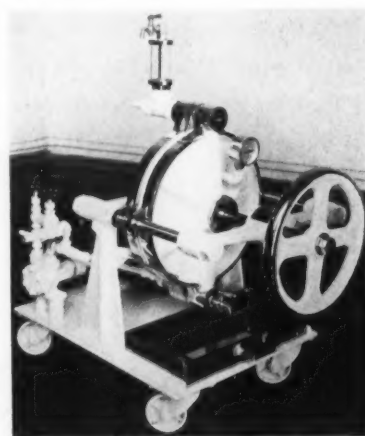
The plant, found mostly in Arizona growing around clumps of greasewood, resembles little more than a bunch of dry sticks except on the one night it blooms when it shows long slender white petals tinged with purple which give a delightful odor. Extraction of these flowers with volatile solvents yielded an insufficient amount of concrete oil to permit accurate chemical analysis, it is reported; but after much experimentation and test and through the creation of new aromatic chemicals, it has been possible to reproduce the fragrance.

## Conveyor Counter

A predetermined counting device which may be set for the precise number of units to be counted on the conveyor is offered by the Standard Conveyor Co.; and it is added, the counter may be installed for electric remote control. The conveyor stops automatically when the required number of units have been counted, it is stated. Full details are available for the asking.

## Bench Model Filter

A new bench model filter known as Model E B W is offered by the Ertel Engineering Corp., New York, N. Y. According to it the new model is sturdier in its construction than its



New Model Ertel Filter

former model and it has a hand wheel instead of bolts and nuts, which permits the loading of the asbestos filter sheets into the filter by simply turning the wheel—a great time and energy saver.

This unit is equipped with a silent pump delivering three gallons a minute and the pump can be used as a transfer pump when not filtering. It is furnished in nickel plated bronze or hard rubber, and, it is added, the filtering area can be readily increased by adding two or four extra rings.

## Plant Sunburn Preventative

To prevent sunburn in plants where ultra violet light is used in processing creams and other preparations, Givaudan Delawanna, Inc., New York, N. Y., suggests a lotion of 5 per cent sunburn preventative, a menthyl anthanilate product which it offers.

## Colored Concrete Floors

If colored floors are desirable for any particular manufacturing operation especially where heavy traffic necessitates frequent repainting, Master Builders Co. offered Colormix concrete floors. According to the company, the floors are easily

# LILAC NORDOIL



The spring freshness and elusive character of the living flowers is reproduced with charming fidelity in Lilac Nordoil.

It is powerful, persistent and permanent and is especially useful in toilet waters and extracts.

It is also prepared for use in creams and powders.

Write today for working samples.

*Norda*

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laid. A fine dry powder of intense dyeing power is added to the concrete to give uniform pigmentation in the mix. When the concrete has hardened, a sealer is brushed on to protect the floor as well as to prevent slipping. Eleven colors are available. Further details are available on request.

#### Automatic Tube Caps

An automatic dispensing cap for collapsible tubes which can screw on



New Dispensing Tube Cap

any standard size tube is offered by the American Automatic Cap Co.

The cap is molded with any desired plastic to harmonize with the color scheme of the package. According to the manufacturer, it closes tight automatically after the desired amount of tooth paste or toilet cream has been squeezed out; and the contents cannot seep out to soil the package.

The new cap is made of plastic material, it is stated, at a cost comparable with ordinary molded caps; and metal tubes with the caps in metal as an integral part of the tube may be had. In the latter case, it is claimed that the cost is even less.

Full information including samples of the new automatic dispensing cap will be sent on request.

#### Guide to Advertising

A new book and loose leaf service designed "A Guide to National Advertising" is offered by the Better Business Bureau, Inc. The book is concerned primarily with the advertising of food, drugs and cosmetics and with Federal legislation affecting such advertising. There are sections dealing with the Wheeler-Lea Act and the Federal Food, Drug and Cosmetic Act. Other sections discuss the advertising of various groups of foods, drugs, cosmetics and alcoholic beverages. Details on request.

## CATALOGS AND DEVELOPMENTS

**M. W. Parsons**, Imports and Plymouth Organic Laboratories, Inc., will be located in new and larger quarters at 59 Beekman St., New York, N. Y., May 1. Under the direction of Herbert Bye, president, the company has made notable progress and more commodious quarters became necessary. Shipping and receiving will be handled from 89 Ann St. In the new quarters larger stocks will be carried to insure better service.

**Chemicals by Glyco** issued by the Glyco Products Co., Inc., New York, N. Y., bears on the cover an attractive reproduction of the Perisphere and Trylon, theme emblem of the New York World's Fair.

It describes the emulsifying agents, synthetic resins, waxes, and plasticizers, the fatty acid esters of glycerine and glycols manufactured by the company.

**Standard Synthetics**, Inc., announces the opening of a branch office at 908 Central St., Kansas City, Mo., under the management of Robert Stoerger and also a branch office at 1514 N. Front St., Philadelphia, Pa., under the management of Frank E. Wilson.

**Dramatized Displays** are offered by Edward H. Riedmaier, merchandising counselor and specialist in departmental layout and displays, and general and mass selling promotions who has joined Designers for Industry, Inc., as Dramatized Displays Design Director.

**Retail Buyers In Action** is the title of a 28-page study just released by Kindred, MacLean & Co., Inc., covering all drug stores and their sales, within a radius of one hundred miles of a point on the Atlantic seaboard, as reported by the U. S. Census of Distribution of 1935. The census data are interpreted to disclose 191 pivotal point towns where key promotional stores are exposed to retail buyers spending a total of more than six billion dollars a year, and presents a new method of accounting for the flow of buying power to market centers. Compiled on the basis of an original technique developed by Kindred, MacLean's Marketing Division, this study is one of a series covering

eight kinds of retail outlets in more than 3000 towns and cities in the United States. Copies are available upon direct request to Kindred, MacLean & Co., Inc.

**The Ninth Edition** of Synthetic Organic Chemicals has been issued for free distribution by the Carbide & Carbon Chemicals Corp. This 80-page book contains specifications, properties, and uses of its 105 industrial organic chemicals. The properties of 29 new chemicals which have become commercially available since the last issue of this catalog are included, as well as a complete new section on "Tergitol" penetrants. The solubility table has been augmented to include data on 71 solvents, and a new column indicating their solvent power for rubber has been inserted.

**Maps** for all purposes are offered or made to order for sales routing and other uses by the American Map Co., according to an announcement of the company. Further details on request.

**Alcohol Conversion Tables**, Volume and Proof, a booklet prepared by Dr. James M. Doran, presents figures by which United States proof readings may be converted to percentage of alcohol by volume, by weight, British Empire proof (Sikes), France, Belgium and Latin America standards (Gay-Lussac), and Russia, Italy and Ostmark standards (Tralles). Details may be secured by writing to Dr. Doran.

**A Handbook** of Informative Labeling of 62 pages, giving data on the physical aspects of product identification with illustrations showing actual and suggested informative labels, has been issued by the Label Manufacturers National Assn. Copies are available on request.

**The Custom House Guide** has just issued its 1939 New York World's Fair de luxe annual edition. A new feature outstanding this year has been the inclusion of the exact wording of each of the 19 Reciprocal Trade Agreement rates of duty and other changes brought about by executive or legislative action, under each paragraph affected in the Tariff Act. of 1930. Price \$15.





The perfume in most any cosmetic, whether it is a powder, cream or lotion, is an all important factor. Yet, to have just the right perfume often presents a difficult and even hazardous problem.

The Supreme Flower Essences and Surfine Essential Oils of Tombarel Freres, together with the fine Basic Products and Special Perfume Creations of Robert Freres, have helped many important cosmetic manufacturers solve this difficult problem.

The facilities of our organization are at your service and we invite your inquiries.



## **TOMBAREL PRODUCTS CORPORATION**

*Exclusive Representative in the United States, Canada and Cuba*

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New York, N. Y.  
L. J. Zollinger, President

## HERE AND THERE

▶ Arnold L. van Ameringen of van Ameringen-Haebler, Inc., New York, N. Y., sailed on the *Normandie*, April 1, for his annual business trip to Europe.

▶ Albert C. Burgund, manager of the New York office of the Carr-Lowrey Glass Co., accompanied by Mrs. Burgund has returned from a two weeks' cruise through the West Indies, which included stops in South and Central America and the Canal Zone.

▶ J. H. Helfrich, president of Helfrich, Laboratories, Chicago and New York, underwent a critical operation March 22 in St. Lukes Hospital, Chicago.

▶ George M. Armor, vice president of McCormick & Co., Baltimore, Md., and former president of the Flavoring Extract Manufacturers' Assn., who is a high ranking member of the Masonic Nobles of the Mystic Shrine, recently returned from a three-weeks' cruise of the West Indies, the Panama Canal, and several South American ports taken by several hundred nobles.

▶ E. M. Laning has dissolved the E. M. Laning Corp. and will continue to operate the business under his own name in Irvington, N. J.

▶ Rudolph Barfuss, technical manager and perfumer for Th. Muhlethaler, Uyon, Switzerland, will be confined to his home for some time on account of a serious heart condition.

▶ H. A. Hillmer has been elected chairman of the board of directors of the Furst-McNess Co., Freeport, Ill. C. W. Furst who has been serving as treasurer succeeds him as president and will also continue as treasurer. Arthur Rasmussen and A. D. Mattert were re-elected vice president and secretary respectively.

▶ John Glossinger, formerly vice president of Vadsco Sales Corp., New York, N. Y., has become its president, succeeding S. L. Antonow who is now chairman of the directorate.

▶ L. A. Keane, vice president and general sales manager of U. S. Industrial Chemicals, Inc., recently returned from a business trip in the West visiting various divisions of the firm in that area.

▶ William Y. Preyer, president of the Vick Chemical Co., was the chief speaker at the meeting of the drug and cosmetic industries group of the export managers meeting March 14. He said in part: "With other nations now concentrating on the production and acquisition of materials wherewith to

destroy life and health, we would accomplish much to reveal, proclaim, and impress upon the minds of a nerve-wracked world what the American drug industry is doing to preserve the physical well-being of mankind."

▶ Eugene Muller, general manager of J. Mero & Boyveau, Grasse, France arrived on the *Normandie*, March 31, and is making his headquarters with the Dodge & Olcott Co., New York, N. Y., who represent his company in this country. Mr. Muller expects to stay about a month, visiting friends here.

▶ F. V. Wells, the brilliant editor of *Soap, Perfumery & Cosmetics* of London who contributes the leading article in this issue, writes the annual review of the industry for the *London Times Trade Supplement*, the *S.P.C. Buyers' Guide* and *Cyclopedia* and for the *Encyclopedia Britannica*.

▶ F. W. Blair, chemical director of Procter & Gamble Co., Ivorydale, Ohio, presided at the chief round table conference of the two-day meeting of the Industrial Research Institute held March 3-4 at the Engineers' Club, New York, N. Y.

▶ Louis Spencer Levy, publisher of the *American Perfumer* for over 28 years prior to his retirement in 1935, is en-



Louis Spencer Levy at the Rodeo

joying a well earned rest in Phoenix, Ariz. One of his proteges is shown with him in the photograph snapped at a recent rodeo. The father of the little fellow is raising aloe vera for medicinal purposes, and also mounts cholla trunk with cacti; these are very popular with tourists. The boy is proudly wearing Mr. Levy's deputy sheriff badge for Maricopa County.

▶ Dr. E. J. Thomssen, chief chemist of J. R. Watkins Co., Winona, Minn., recently visited England, spending most of his time between London and Birmingham where his company proposes to erect a factory.

▶ Richard C. Hedke, past president of the Detroit Rotary Club, had his name placed in nomination for the



R. C. Hedke

office of president of Rotary International at the annual convention in Cleveland next June. Members of the Detroit Rotary Club unanimously adopted a resolution of support for Mr. Hedke. He is vice president and managing director of Eaton, Clark & Co. He became a Rotarian in 1920 and in 1928 was elected governor of the old Twenty-third District. A year later he was chosen a director of Rotary International. He has attended 14 international conventions.

▶ Elmer Kincaid, vice president of Tokalon Products, Paris, France, and Mrs. Kincaid arrived on the *Queen Mary* March 23 for a stay in the United States of a few weeks. Unknown to most men in the trade, Mr. Kincaid was mayor of Mt. Vernon, N. Y., in the early twenties. For several years he has resided in Paris.

▶ J. S. Stein, president of Lucien Lelong, Inc., has just returned from a two-months' trip to Europe where most of his time was spent at the Paris office.

▶ Jean Desprez, director of F. Millot, Paris, recently returned to Europe after making his annual visit of about a month in America. On his visits to key cities in the middle west, Mr. Desprez was accompanied by M. Livingston of DeBoer & Livingston, New York, N. Y., distributors of Millot perfumes in America.

▶ E. J. Sisley of Sisley & Co., New York, N. Y., who recently retired as president of the Drug & Chemical Club, was the guest of honor at a dinner given by the board of governors.

▶ Charles Davis of Paris, France, inventor of the pleated collapsible tube described on page 86 in this issue, will be in the United States the latter part of April. He advises that creams made by Robel, a concern controlled by Messrs. Bienaime and Bassaler formerly of the house of Houbigant, packed in the new pleated tubes are on sale in France.

Your Product Will

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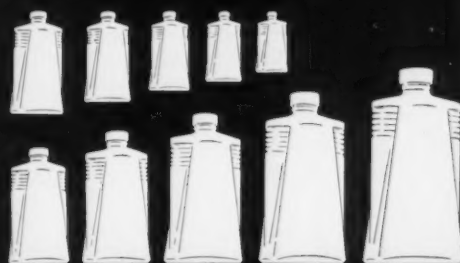
... well balanced and  
easy to hold



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for special or conven-  
tional shaped label



... available in 10 sizes— $\frac{1}{2}$ , 1, 2, 3, 4,  
6, 8, 12, 16 and 32 ounces.



WRITE for samples of Chesapeake Oval—the popular new stock design  
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Carl Flato, 908 Clark Avenue . . . Memphis: William T. Porter, 806 Dorman Building . . . San Francisco: Owens-Illinois Pacific Coast Company.

# NEWS and EVENTS

## Certified Colors Insufficient Government Relief Promised

Since it now appears that certified colors cannot be made available in sufficient quantities for the needs of the industry in time to permit goods to be manufactured and distributed by June 25, 1939, administrative or legislative relief has been sought and promised the industry so as to permit it to function, according to Hugo Mock, counsel for the Toilet Goods Assn. Goods not complying with the labeling regulations by June 25, 1939, may still be sold in *intrastate* commerce after that date, provided the laws of the state in which sold permit such sales.

## House Passes Appropriation For Color Certification

Immediate certification of colors may be effected if the Senate votes favorably on the second deficiency appropriation bill passed by the House of Representatives which allows \$15,000 for certification of coal-tar colors under the federal food, drug and cosmetic act.

If the bill does not pass the Senate, fees for color certificates must be paid by manufacturers submitting samples for listing after June 25.

## Hearings on New Trade Mark Bill

Hearings have begun on the pending trade mark bill by the Congressional committee of which Representative Fritz Lanham is chairman. The features of the bill were outlined in *THE AMERICAN PERFUMER* in the March 1938 issue.

## Alabama Passes 2% Tax on "Imported" Products

A 2 per cent tax on the use of products imported into Alabama for which no sales tax has been paid is now the law in Alabama.

## N. Y. State Commission Proposed To Study Cosmetic Regulations

A bill has been introduced in the New York legislature by Robert F. Wagner, Jr., to provide for the formation of a state commission to study drug and cosmetic regulations with a view to presenting to the 1940

legislature a comprehensive legislative program for preventing the manufacture and sale of adulterated or misbranded drugs, foods, and cosmetics.

## North Carolina License Fee for Makers of Soft Drinks

North Carolina's new revenue law provides for annual license fees by manufacturers of soft drinks graduated from \$3,000 down to \$100. There is no tax on fountain syrups, soda water flavors or concentrates intended for use in soft drinks.

## New Fair Trade Laws in Alabama and Arizona

Alabama has enacted a fair trade law protecting trade mark owners. Arizona has passed an act prohibiting unfair rates. Michigan, Minnesota and Missouri are considering such bills.

## Idaho Has Excise Tax in Proposed Cosmetic Bill

An excise tax on cosmetics, perfume and candy is included in H301 introduced in Idaho.

## Exchange of Ideas Planned for T.G.A. Meeting

An exchange of views of leaders of the cosmetic industry on current problems of manufacturers rather than set speeches is planned by



H. L. Brooks



Gregory Thomas

the Program Committee of the Toilet Goods Assn. for the fourth annual convention to be held at the Hotel Biltmore, New York, May 22, 23 and 24.

Naturally, the Food, Drug and Cosmetic Act will be fully discussed by Hugo Mock, counsel, and H. Gregory Thomas of the Board of Standards, who have given a great amount of

study to the law as it affects the cosmetic industry.

Hugo Mock will have an important legislative report covering national and state matters. With a growing number of states planning the enactment of



Charles Welch



Hugo Mock

food, drug and cosmetic laws, there is need for enlightenment on the progress that has been made and what may be done to stem the tide of onerous registration fees and to secure the passage of uniform laws in harmony with the federal statute. All laws passed in the last year and also those that are pending will be reviewed.

The work that has been done to repeal the cosmetic tax and the probability of its repeal will be explained.

Fair trade laws and present tendencies affecting them will also be considered in the discussions.

In his address, President Herman Brooks will review progress that has been made in the last year and point out trends that demand attention.

The most useful part of the program will come, it is felt, from the exchange of ideas by executives in the industry. Each discussion will be led; and the leaders will be announced later as well as any special speakers.

Members of the committee in charge of the program are: Hugo Mock, Charles Oestreich, C. M. Baker and H. Gregory Thomas.

Members are urged by Le Roy Root, vice chairman of the convention committee, to make their hotel reservations now. This may be done direct with the hotel or through the committee. The importance of doing this without delay is emphasized because the city will be filled with World's Fair visitors at the time and accommodations will be at a premium.

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the convention will be held Monday, Tuesday and Wednesday. Formerly it began on Tuesday.

Monday evening a theatre party will be enjoyed at some popular play to be selected, followed by a supper dance.

Wednesday afternoon will be open. Bridge at the hotel has been planned for the women and a golf tournament at the Winged Foot Country Club, Mamaroneck, for the men. Wednesday evening the annual banquet will be held with appropriate souvenirs for all.

#### Indiana First State to Pass Model Food and Drug Law

The model state food, drug, and cosmetic law which Charles Wesley Dunn prepared on the basis of the new federal food, drug, and cosmetic act, was passed in the state of Indiana on March 6.

#### North Carolina Following Federal Law in Cosmetic Act

The uniform food, drug and cosmetic bill sponsored by the association of food and drug officials has been introduced as S232 in North Carolina.

#### New Tax on Corporations Selling in Arkansas

Corporations doing interstate business in Arkansas must pay a fee for the privilege based on their property and volume of business in the state. The minimum fee is \$10. There is a \$2.50 fee for filing the appointment of a resident agent. The legislature has adjourned.

#### Arkansas Follows Federal Food and Drug Practice

The food and drugs law of Arkansas has been amended authorizing the state Board of Health to adopt regulations under the federal act from time to time, and to conform with it as far as practicable.

#### Packaging Institute Formed To Educate General Consumers

The Packaging Machinery Mfrs. Institute and the Production Managers' Assn. have jointly formed the Packaging Institute. Joint meetings will be scheduled to foster, improve and abet the status of the packaging industry as a whole. One of the objectives of the Packaging Institute will be to formulate constructive publicity designed to educate the general consumer on the benefits to be derived from good and effective packaging.

The president of the Packaging Machinery Mfrs. Institute, H. H. Leonard, who is also president of the Consoli-

dated Packaging Machinery Corp. of Buffalo, and the president of the Production Managers' Assn., Wm. Bristol, Jr., who is vice-president in charge of production at Bristol-Myers Co., Hillside, N. J., state that a new directorate and new officials for the Packaging Institute will shortly be announced, as well as a general outline of the aims and objectives of the new organization.

#### Wyoming Law Prohibits Misbranded Cosmetics

Wyoming has passed a law prohibiting the sale of misbranded cosmetics.

#### N. Y. State Assembly Passes Loss Leader Bill

The bill sponsored by George B. Parsons, which provides for a mark-up of at least six per cent by retailers and two per cent by wholesalers to cover the cost of doing business, passed the assembly by a vote of 122 to 22 and was sent to the Senate. The purpose of the bill is to prevent unfair and deceptive merchandising practices by prohibiting the sale of merchandise at less than cost with intent to injure competitors unfairly. Bonafide clearance sales, perishable merchandise, damaged or discontinued goods, liquidation sales, sales for relief, government contracts, and sales in good faith to meet competition, would be exempt.

#### Rhode Island Considering Trade Mark Bill

Rhode Island legislators are considering H761, a bill to protect labels, trade marks and forms of advertisements. Administration of laws relating to foods and drugs is now under the Director of Health.

#### Gain in Cosmetic Production in 1937

Production of perfumes, cosmetics and other toilet preparations in 1937 was valued at \$132,336,481, against \$119,529,172 in 1935, according to the Biennial Census of Manufactures, released by the Bureau

of Census. Production by kind and value follows:—

	1937.	1935.
Perfumes, cosmetics, and other toilet preparations .....	\$109,929,262	\$99,643,505
Other products (not normally belonging to the industry) .....	22,407,219	19,885,667
Perfumes, cosmetics, and other toilet preparations made as secondary products in other industries .....	33,095,051	29,794,147
Perfumes .....	8,480,274	8,132,838
Toilet waters .....	4,115,019	3,330,441
Creams, other than shaving cream .....	17,597,261	14,430,014
Rouges —		
Lipstick and lip rouge .....	4,417,957	4,714,330
Other rouges .....	2,519,650	2,574,273
Dentifrices .....	35,559,134	29,722,047
Depilatories .....	407,771	573,961
Shampoos —		
Containing soap .....	3,556,419	2,927,933
Containing no soap .....	1,982,305	1,229,121
Face powders .....	11,286,997	11,204,874
Talcum powders .....	6,041,117	5,095,403
Other toilet powders .....	3,112,244	3,529,151
Hair dyes .....	1,900,533	2,025,468
Hair tonics .....	5,035,521	3,955,855
Face lotions .....	7,831,471	5,566,415
Hair dressings .....	6,301,622	5,064,291
Deodorants, for human use .....	3,502,726	3,023,564
Bath salts .....	951,809	758,288
Manicure preparations .....	5,160,127	5,665,537
Shaving cream containing no soap* .....	1,854,219	1,012,535
Other toilet preparations .....	11,410,137	14,896,313

\* Shaving cream with soap base is classified as a product of the soap industry. The total production of shaving cream, including that containing soap, in 1937 and 1935 was valued at \$9,629,485 and \$7,957,009, resp.

#### Georgia Has Registration Provision in Cosmetic Bill

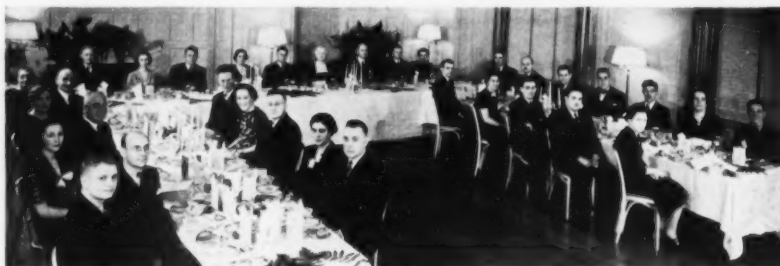
A bill regulating the manufacture and sale of foods, drugs and cosmetics with registration provisions H532 is being considered by the Georgia legislature.

#### Would Transfer FDA to a Department of Health

Transfer of the Food and Drug Administration to a Department of Health is proposed in H. R. 4791 introduced in Congress by Rep. Pfeifer of New York.

#### Maryland Drops Cosmetic Tax from Revenue Bill

The tax on toilet articles and cosmetics has been deleted from S96 and H161, comparison revenue bills being considered by Maryland. A 1½% tax on foreign corporations is still in the bill.



Employees of W. J. Bush & Co. (Canada) Ltd. recently made merry at their annual dinner



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**J. M. SCHEAK & COMPANY**  
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*Our representatives for the United States*

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## Demonstrators Under Fire by FTC in Elmo Case

The Federal Trade Commission has amended a complaint previously issued against Elmo, Inc., Philadelphia cosmetics manufacturer, and its sole distributor, Elmo Sales Corp.

The original complaint charged these corporations with violation of Section 2 (e) of the Robinson-Patman Act by furnishing the mercantile establishments of some of their purchasers at the company's expense with the services of demonstrators without at the same time according services of the demonstrators to other purchasers on proportionately equal terms. These practices also constituted unfair competition in violation of Section 5 of the Federal Trade Commission Act, it was charged.

Under the amended complaint similar violations are charged, and in addition it is alleged that, in violation of the Federal Trade Commission Act, the company's plan of furnishing demonstrators is deceptive to the public and has a tendency to lend itself to misrepresentation of competitors' products and the substitution of the company's products therefor in sales, and to place in the hands of unscrupulous dealers an instrumentality for fraud and deception.

The amended complaint points out that personnel furnished to merchants by Elmo, Inc., are able to stress the merits of the Elmo products as against competing preparations and that they depend solely for continuance in employment upon adequate sales of their products. Buyers relying on the expert advice of the demonstrators are unaware that they are employed not by the merchants in whose stores they appear but by Elmo, Inc., it is charged.

### Luxor, Ltd. Charged With Dime Store Discrimination

Discrimination in favor of certain purchasers in the sale and distribution of toilet and cosmetic articles in violation of the Robinson-Patman Act is charged in a complaint against Luxor, Ltd., Chicago, issued by the Federal Trade Commission.

The complaint alleges that in the sale of its toiletries, two sizes of the articles, which include Luxor Complexion Powder, Luxor Rouge, and Luxor Cold and Cleansing, Vanishing and Foundation, Special Formula, Tissue and Hand Creams, are distributed. The sales price on larger sizes, as suggested by Luxor, Ltd., to retailers, is 55 cents. Smaller sizes of the same articles are alleged to be distributed for resale to the public at 10 cents.

Luxor, Ltd., designates the toilet and



A unique method for determining color harmony of nail and costume colors is offered by Peggy Sage by means of a miniature color theatre; fabrics from Mallinson and Onondaga

cosmetic products packed and mounted in smaller containers as "Luxor 10c. Toiletries," and, the complaint charges, accords the facilities of small packaging and sales card mounting only to so-called novelty, variety, syndicate and 5-and-10-cent stores. The company does not accord the same service facilities to other customers competitively engaged with the favored customers, it is alleged. The company's failure, the complaint continues, to accord the latter class of customers the same service facilities, has a tendency to cause competitive disadvantage to the latter class of customers.

### Cannot Claim that Cosmetics Prevent Crowsfeet or Wrinkles

Denney & Denney, Philadelphia, Pa., have agreed with the F.T.C. to refrain from advertising that the use of their products will eliminate or prevent crowsfeet or wrinkles, or that any of the products constitutes a competent treatment for acne generally.

### Eyelash Grower Cannot Be Used as Name of Product

Gray Drug Stores, New York, N. Y., has stipulated with the F.T.C. that it will desist from advertising that the use of Mul-Leves for the hair will stimulate new hair growth or stop falling hair, and that use of its shampoo will assure a healthy scalp or a scalp free from dandruff. It also agrees to discontinue use of the name Eyelash Grower for a product.

### Lighting Tests for Nail Polish Colors

A new feature of the color laboratory of Peggy Sage, New York, N. Y., was exhibited recently, whereby nail polish colors are tested under different kinds of light. The problem is to blend a color which will stand up under all kinds of light. So far, only one shade, Heartbreak, has been developed which does not change under the different lights.

Also featured at the exhibit was a miniature color theatre. From the back of the stage a moving hand extends over the silk fabric carpet. Both can easily be removed so that various polish colors and silk grounds can be combined to determine the effect.

In addition to the new Heartbreak shade, Miss Sage introduces Goldrush, henna polish, and Nosegay, pink tone.

### Representations About Laboratory and Hair Preparation Tabooed

Robert C. Taylor, trading as Marvel Products Co., Hazel Park, Mich., has been ordered by the Federal Trade Commission to cease representing that "Hair Marvel" is other than a hair dye and that it does not have the detrimental qualities usually attributed to hair dyes.

Findings of the Commission are that while Hair Marvel is advertised as "effective in stimulating the growth of new hair," in "eradicating dandruff" and "restoring the scalp to a natural healthy condition," it possesses none of these qualities. Ingredients of the



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**ALL TYPES OF CREAMS, LOTIONS, POWDERS,  
AND OTHER COSMETICS. PRICE LIST BY REQUEST**

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formula of Hair Marvel comprise glycerine, bay rum, ammonia, chloride of sodium, precipitated sulphur, lead acetate, perfume and distilled water. Lead acetate, the findings state, is an accumulative poison which may prove harmful under some conditions of use.

The order of the commission is that Mr. Taylor cease representing, through use of the word "laboratory" that he operates or controls a scientific laboratory, employs trained scientists and technicians and is equipped to test his products in the manner and with the methods used by recognized scientific laboratories.

#### **Bleach Preparation Seized; Ammoniated Mercury Poisonous**

A lot of 431 boxes of "Tan-Off" recommended for brightening sallow skin and for treatment of freckles and skin blotches was seized by the Food and Drug Administration in Cleveland, Ohio, for failure to state directions for use on the label under 601a as well as for misbranding under 502j when examination disclosed that the product contained some ammoniated mercury ointment regarded as poisonous when used in a cosmetic.

#### **Hair Wash Guarantee Limited to Purchase Price**

The Charles Marchand Co., New York, N. Y., has agreed with the F.T.C. to desist from representing that the use of Marchand's Golden Hair Wash will achieve results which cannot be obtained by competing products; that this preparation will keep the hair healthy; that its application will not lighten the color of the hair of brunettes; that the product is guaranteed, unless the advertisement clearly explains that the guarantee is limited to a refund of the purchase price; that its use "restores" any natural characteristic or quality or enables every user to be a "natural" blonde.

#### **Cucumber Lotion Must Contain Substantial Amount of Juice**

Valmer Products Co. and Famous Products Co., (M. G. Neuman) Chicago, Ill., have agreed with the F.T.C. to discontinue designating their lotion as "cucumber lotion" unless it contains a substantial amount of cucumber juice or extract.

They also agree to cease representing that they manufacture 500 or any number of products in excess of those actually made in their plant; that the bleaches are "safe or enable the user to have soft smooth skin; that their skin lightener is double quick in action and that their salesmen can earn \$600 or any certain amount, except that the

publication of actual earnings with statements of true circumstances is not prohibited.

#### **F.T.C. Claims Face Powder Was Sold in Slack Filled Boxes**

United Drug Co., Boston, and Luzier's, Inc., Kansas City, Mo., are charged in complaints issued by the Federal Trade Commission with unfair representations in the sale of cosmetics.

The Boston company is alleged to have sold Cara Nome Face Powder in "slack filled" containers thus misleading purchasers as to the quantity of the preparation in each package. According to the complaint, containers were filled to only 50 to 70 per cent of their capacity, and completely enclosed in cellophane wrappers which did not give a purchaser an opportunity to inspect the contents until after a purchase had been made.

The Kansas City company is alleged to have represented that its cosmetics are especially prescribed and prepared for each individual customer; that Luzier's Muscle Oil will remove surplus flesh around the chin; that Luzier's Marvelo and Luzier's Lu-Mar will remove age lines and wrinkles from the face; that Luzier's Massage Cream and Luzier's Lu-Tone will nourish and strengthen the tissues of the skin, and that its cosmetics will cure acne. These representations were exaggerated and misleading, according to the complaint, which also alleges that the cosmetic products are standardized and applicable for general use.

#### **Cocoa Nut Oil Base Soap Doesn't Make Cocoa Nut Oil Shampoo**

Cannon Cosmetics Co., Atlanta, Ga., has agreed with the F.T.C. to cease advertising that its cosmetics act quicker or are in any way



The candid camera snaps prominent figures in the label industry: George K. Horn (right); Theodore C. Nevins, president of the Label Manufacturers National Assn. (center); and Charles R. Cosby, executive secretary (left). Mr. Cosby has been closely associated with labeling regulations since 1936 when he was chairman of the Drug Trade Section of the New York Board of Trade just prior to the passage of the Food Drug and Cosmetic Act.

superior to or lower in price than numerous similar competing products; that 200,000 or any other unsubstantiated number of customers use its products; that Cannolene Tar Shampoo has a direct influence on the cause of dandruff; that Complexion Powder contains only the purest ingredients in perfect balance, or that its coconut oil shampoo is made of coconut oil, the company admitting that the preparation is made of coconut oil base soap added to water.

#### **Claims for Hormone and Gland Extracts in Cosmetics Prohibited**

The Federal Trade Commission has issued an order to cease and desist against DeKama, Inc., Los Angeles, Cal.

The order directs the company to discontinue representing that, because of the hormone or gland extracts therein, any of its preparations are of remedial or therapeutic value in the prevention or treatment of skin conditions or disorders or will beneficially affect the oil glands and pores. It also prohibits the assertion that use of the preparations will nourish and rejuvenate the skin and prevent sagging or wrinkling.

Findings are that hormones or glandular extracts are not absorbed through the skin in therapeutically significant amounts, and that the products cannot produce the results claimed.

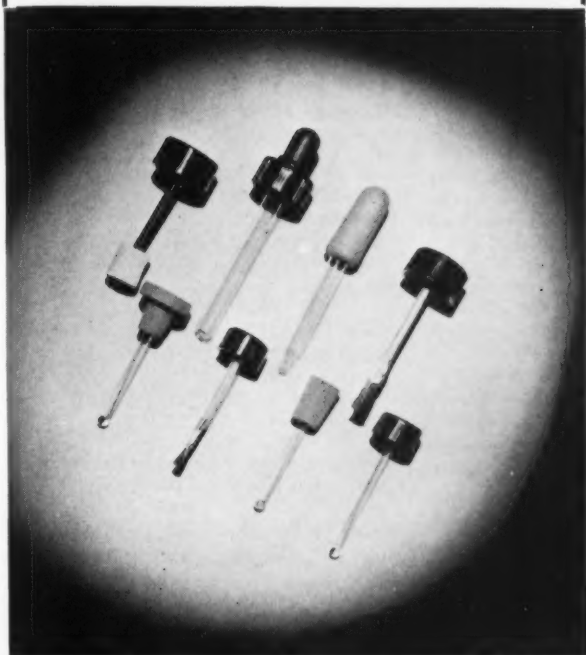
#### **"Palm and Olive" Shaving Cream Unfair, Claims F.T.C.**

Shaving cream offered by Marlborough Labs., Madison Sales Corp. and Windsor Mfg. Co., Inc., New York, and Harry Silverstein, David Kamerman and William Zeffert, officers in all, and also the Atlantic Mfg. Co., Newark, N. J., tube manufacturers is the subject of a F.T.C. complaint. The shaving cream, it is alleged, is branded "Palm and Olive Shaving Cream" and is in a package and container similar in size and appearance to Palmolive shaving cream. The complaint also charges fictitious prices and also charges the designation of certain cosmetics as giant size although the tubes are ordinary size in oversized cartons.

#### **Cannot Claim Hair Preparation Feeds Hair Roots**

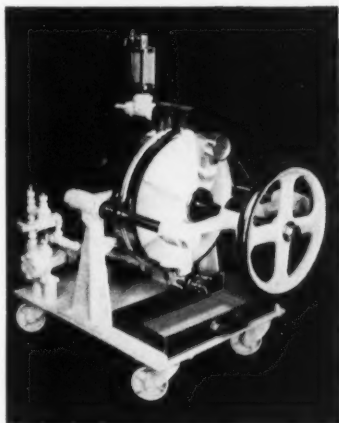
The S & S Hair Tonic Co., Lexington, Ky., has agreed with the F.T.C. to cease representing that use of its preparation will change hair color other than by dyeing or covering the hair shaft; that it feeds the hair roots or is of value in promoting healthy hair and scalp or in treating dandruff, or is a hair tonic.

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April, 1939

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## Here are a few testimonials received on Rose Paris

"... I'd like you to know that I am delighted with both of them. Am particularly enthusiastic about the *Rose Paris* and predict for you a great run on this. In my judgment it is a better product than some others are selling for double the price you ask for this."

## Oil Bouquet D'Orient for Face Powder

"This has just come through from our powder manufacturer and we are more than delighted with it."

## Oil Dentifrice

"Your developing of the flavor for our dental powder is a marvelous achievement. We know of no one who could duplicate your result; in fact we tried other houses before being referred to you."

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STuy-9-2261-2

## F.T.C. Protests Against Edna Wallace Hopper Claims

Alleging misrepresentation in the sale of two cosmetic products sold under the name of Edna Wallace Hopper, the Federal Trade Commission has issued a complaint against Affiliated Products, Inc., Jersey City, N. J., owner of the business formerly conducted by Edna Wallace Hopper, Inc.

Among advertisements of Edna Wallace Hopper's Special Restorative Cream, the complaint quotes the following: "I am past sixty, says Edna Wallace Hopper, yet boys scarcely above college age often try to flirt with me. I've been booked from one theater to the other as 'The one woman in the world who never grew old.'"

\* \* \* "It was developed by one of the most celebrated beauty scientists, Dr. Bonaventura Pacini, whose cosmetic creations have contributed so much to the beauty of women the world over."

The special restorative cream allegedly was advertised as capable of restoring youthful appearance to skins disfigured by age, and Edna Wallace Hopper's White Youth Pack (Clay) as being of French origin and capable of causing the blood to nourish and revive the skin and of removing blackheads and enlarged pores.

The complaint alleges that the representations are exaggerated and untrue; that the restorative cream is not a discovery of a French scientist, nor is the youth pack of French origin, and that neither preparation will accomplish the results claimed.

## Heavy Fines for Leaving Samples on Maine Door Steps

Distribution of samples of patent or proprietary medicines by leaving them on door steps and streets is punishable by a heavy fine in Maine under a law just passed.

## Claims for Bleach Products Limited in Marie Earle Case

Marie Earle, Inc., New York, N. Y., has stipulated with the F.T.C. that it will cease various representations concerning its cosmetic products and agrees to desist from use of the word "acne" in the trade name Acne Lotion, unless clearly explained that the preparation is limited to treating superficial conditions; designating as "astringent" the product Astringent Throat Cream; advertising Strong Astringent in any way implying that its astringent properties are strong so long as they are in fact extremely mild; designating as a bleach the products Perfection Elixir (Liquid Bleach) and



An unusual counter display is offered by Volupté, Inc., New York, N. Y., to suggest by "crystal gazing" mannequins which feminine type should wear their "Lady" lipstick and which the "Hussy" lipstick. The first is simply coiffed and subtly made-up; the second extremely coiffed and excitingly made-up. Both lipsticks are now shown in a new shade, "Candid Pink".

Perfection Extra Strong Bleach (Liquid), unless the products are accompanied by a warning to the effect that the container must be kept tightly closed to retain the effectiveness and that even then the bleaching power lasts but a limited time.

## Ridiculous Claims of Power of Cosmetics Banned

Keystone Laboratories, Inc., Memphis, trading as Memphis Mail Order House, Curio Products Co. and White Line, has agreed with the F.T.C. to discontinue representing that Poreen Ointment, La Jac Lovin' Pink Cream for Dark Skins or La Jac Orange Beauty Glow Cream are skin foods or skin whiteners; that other of its products eliminate wrinkles; that La Jac Brite Skin Bleach will overnight, or in any stated time, make the skin five shades lighter or that Lucky Mojo, Good Luck Incense, Hindoo Mystic Love Perfume, Holy Oil with Live Loadstone or High John the Conqueror Root and other similar products bring good luck, love, romance, power, life, inspiration, easy money or irresistibility.

## Mary Dunhill, Inc., Agrees to Take "Paris" Off Labels

Mary Dunhill, Inc., has stipulated with the F.T.C. to discontinue "Paris" on its label as it has no Paris office. It also agrees to stop representing that its lotion and astringent products will correct acne. The word "nourishing" is also eliminated from the description of creams.

## Lorscheider-Schang Co. to Manufacture Machine-Made Boxes

The Lorscheider-Schang Co. announces that it has installed enlarged facilities for making machine made boxes. Frank Higgins will cover the metropolitan territory and G. Robert Bartold will cover the east and mid west. George S. Bartold

is in charge of production. The company was founded in 1903. Officers are: Frederick Schang, president; George S. Bartold, vice-president, and C. V. Loder, secretary and treasurer.

## Food and Drug Administration Appropriation Reported to House

The Appropriations Committee designated a total sum of \$2,701,044 for the Food and Drug Administration for 1940. This is almost \$500,000 more than the appropriation for 1939 but almost \$300,000 less than the amount recommended.

## New Officers of Fred Fear & Co.

The directors of Fred Fear & Co. met at the company offices in Brooklyn, N. Y., March 4, and elected Gabriel Lowenstein, chairman of the board, and Leo Green, president.

## N. J. to Follow Federal Cosmetic Law—Label Registration Fee Up

New Jersey is re-writing its food and drug law to include cosmetics. An effort is being made to bring it into harmony with the federal act in A245. A filing fee for registration of labels, trade marks and designs is increased from \$1 to \$5 in A420.

## Oklahoma Hopes to Pass Uniform Cosmetic Law

Oklahoma is considering S147 providing for the registration of trade marks. S219, the uniform state food drug and cosmetic bill, is being favorably considered. H509 aims to bring the state standards of purity of foods, drugs and cosmetics into harmony with the federal statute.

## Mid-West Manufacturers Discuss Labeling Provisions

Manufacturers of drugs, cosmetics and flavors met at the Fort Shelby Hotel, Detroit, on March 13, to discuss common problems of labeling and handling of their various products after June 25 when the new Food, Drug & Cosmetic Act goes into complete effect.

Don Melville, president of the Frank W. Kerr Co., wholesalers of drugs and chemical brokers, also president of the Allied Drug & Cosmetic Assn. of Michigan, presided at the meeting. Attorneys and label experts of the Detroit vicinity freely offered suggestions on the various questions raised during the round table discussion. Every drug and cosmetic manufacturer of any importance in the vicinity was present. A visitor to the meeting was J. Chum, New Ilhan Co., Korea, Japan.



# STANDARD SYNTHETICS



*Just arrived  
from England...*

Aromatic Chemicals  
Pure Natural Essential Oils  
Perfume Compositions  
Natural and Imitation  
Fruit Flavors  
Terpeneless and  
Sesqui-Terpeneless Oils  
Real English Tonic Flavors  
Fragrant ROSACETE with  
Oils of Rose Character

## A New Line of fine PERFUME CREATIONS

● Precisely so. We have just received from our parent company abroad a number of fine perfume creations for perfumes, creams and soaps, both floral and bouquet. You will be pleasantly surprised with these novel fragrances. And you can now introduce a startling freshness and appeal in your own products, thereby.

*Ask for samples...*

These imported perfume creations really speak for themselves. So be sure to write for our samples—and quotations. And always remember that our chemists are glad to collaborate on your scenting problems.

**STANDARD SYNTHETICS CO.**

39 West 32nd. Street, New York, N. Y.

Made from the world's finest  
crude beeswax.  
Chemically tested for quality and  
purity.  
Bleached by sun and air—nature's  
own method.

# BEEHIVE BRAND

*Beeswax*

And because of its superior quality  
you can use less and still get a  
finer finished product. Guaranteed  
pure...guaranteed always the same.

**Will & Baumer Candle Co., Inc.**  
Established 1855  
SYRACUSE, NEW YORK

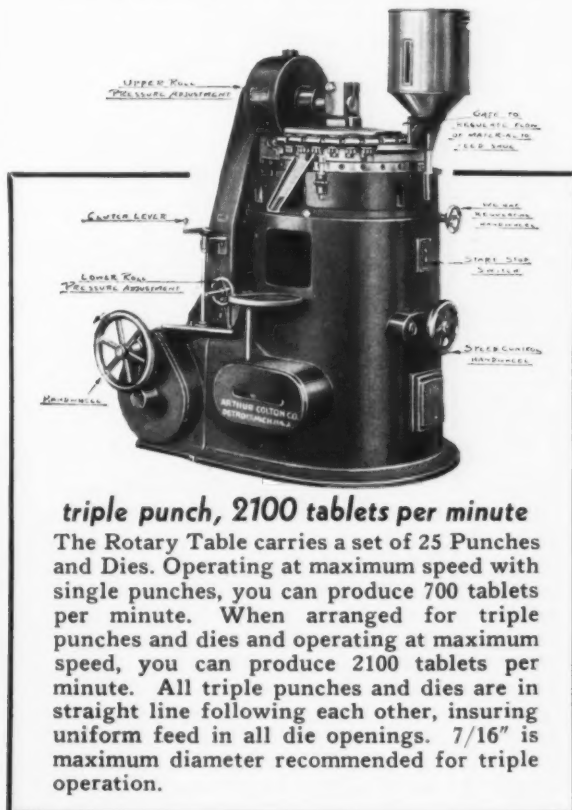
Spermaceti      Ceresine      Yellow Beeswax  
Composition Waxes      Red Oil      Hydrotreated  
Stearic Acid

April, 1939

GET FULL DETAILS AT ONCE  
ON THE NEW

## No. 7 Motor Driven ROTARY TABLET MACHINE

*single punch, 700 tablets per minute*



*triple punch, 2100 tablets per minute*

The Rotary Table carries a set of 25 Punches and Dies. Operating at maximum speed with single punches, you can produce 700 tablets per minute. When arranged for triple punches and dies and operating at maximum speed, you can produce 2100 tablets per minute. All triple punches and dies are in straight line following each other, insuring uniform feed in all die openings. 7/16" is maximum diameter recommended for triple operation.

### These construction features:

- (1) New design shoe gives diagonal crisscross feed as well as straight line—insures full dies, prevents granulation from separating.
- (2) Special feed arrangement draws material into dies—all dies over-filled excess being pushed out before compression, important in compressing many materials.
- (3) Rotary Table rests on ball thrust bearings (constantly bathed in oil).
- (4) Motor Drive with Reeves Variable Speed Pulleys—built into base of machine, housed away from all dust.
- (5) Pressure adjustment on upper punches permits location of several positions in compression in upper part of dies—prevents excessive capping—dies may be reversed, increases their life.
- (6) Power Drive-Combination Worm and Gear.
- (7) Hopper arranged with gate to regulate flow to feed shoe for different size tablets and different materials.

Get full details at once—write today!

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2606 JEFFERSON AVENUE EAST  
DETROIT, MICHIGAN

Headquarters for a complete line of Pharmaceutical Machinery. We solicit your inquiries

### Free Label Service for Allied Assn. of Michigan

Complete label service will be rendered without charge to all cosmetic members of the Allied Drug & Cosmetic Assn. of Michigan. Only labels and cartons will be considered. The service is rendered for the association members by Maison G. de Navarre Associates.

### Fibreboard Packaging Popular in England

Fibreboard is proving a serious competitor against other packaging materials in Great Britain, and an exhibition of various types of corrugated fibreboard containers staged by Eburite Corrugated Containers, Ltd., at Frascati's Hotel, London, recently attracted crowds of interested visitors.

The packages shown included examples suitable for packing perfumes and cosmetics, the most striking exhibit being a package containing an immense bottle of a well known dental antiseptic in which the bottle was kept firmly in position by strips of fibreboard, supported by fibreboard struts, so arranged as to form an octagonal aperture for the bottle.

### Large Attendance At British Industries Fair

The 1939 British Industries Fair held recently at London and Birmingham, according to official figures, attracted even more foreign buyers than in past years. The official Empire exhibits included various essential oils and other aromatics, such as red thyme and other oils from Cyprus, nutmeg oil from Malaya, bitter orange, lavender, lemongrass and petit-

grain oil from Tanganyika, geranium oil from Kenya, bitter and sweet orange, lime and pimento leaf oil from Jamaica, henna from India, sandalwood oil from Mysore, etc.

In the section devoted to chemicals, one was much impressed by the handsome stall of W. J. Bush & Co., Ltd. This firm had an excellent display of straight and terpeneless essential oils, floral absolutes, synthetics and compounds. Recent synthetics include methyl phenyl-acetaldehyde and linalyl propionate. Among newer compounds shown special mention may be made of Gardenia 39, Honeysuckle P 1871, Carnation Compound P 1891 (for bath salts, etc.), Hyacinth P 1873 (for bath salts and soap), Gardenia P 1887 (for inexpensive soaps), and Lavender 1859 (also for inexpensive soaps).

Other firms exhibiting in this section included Williams (Hounslow) Ltd., who, in addition to other colors, showed "Magic Black" for black lipsticks; Thomas Tyrer, Ltd., who showed calamine, stearates, and luminous and fluorescent colors; British Drug Houses Ltd., who showed hormones and vitamins, including vitamin E; Albright and Wilson Ltd., who showed "Manu-col" (sodium alginate), "Calgon", and tetra-sodium pyrophosphate; and A. Boake, Roberts & Co., Ltd., who showed a very large range of synthetics, compounds, emulsifiers, etc. This firm has recently taken over the production of the "Tegin" series of emulsifiers in Great Britain. Another interesting development is the enlargement of the firm's series of "Ilanthenes", non-irritating floral perfumes specially designed for cosmetic use. Examples were on exhibit.

So far as finished products were concerned, novelties were few, but "Lon-

donderry Air", an Irish perfume, made by the Old Song Perfume Co. of Londonderry, has not previously been exhibited at the B.I.F. Mrs. Pomeroy, Ltd., showed a new "skin conditioning cream" to soften and cleanse the skin, and to act as a powder base, and also had an interesting historical exhibit, showing the firm's original "skin food" in its 1895 pack displayed against the pack of 1939. Perhaps, however, the most interesting novelty in products was a nail varnish remover in cream form shown by Phil-sano, Ltd.

There were many new developments in packing to be seen. Jean Sorelle (Promedico Products, Ltd., represented in America by Harold Myer of Vanderbilt Hotel, New York), showed bath salts packed in the form of bunches of grapes, each grape containing enough salts for one bath. The Abietsan Manufacturing Co., Ltd. showed bath salts and talcum powder packed in glass and wooden containers delightfully decorated with hand-painted flowers in leather appliqué. Heath & Heather, Ltd., who hope shortly to be represented in the States, showed potpourri and clove oranges, as well as herbs for medicinal use. New alabaster containers for potpourri were included in the exhibit. These are specially made with pierced lids to enable the fragrance to permeate the room.

Potter & Moore, Ltd., had a very nice display of their ever popular lines. This year's novelty is a miniature table-lamp pack for Mitcham lavender water and violet perfume.

Among other firms exhibiting, whose stalls were noteworthy for quality of packing, mention should be made of Zenobia Ltd. ("Zen-art" glass containers for perfume), Papier Poudré Ltd., and Solport Bros. Ltd. (powder-puffs, face cloths, etc.).

### Connecticut May License Cosmetic Manufacturers

Connecticut is considering H166 providing for a license fee of \$10 on food, drug and cosmetic manufacturers.

### Department Stores Buying Higher Priced Items

According to a survey recently conducted by the Merchandising Division of the National Retail Dry Goods Assn., department stores will purchase more and higher priced toilet goods this year. Fifty per cent reported that they were purchasing more; 9 per cent reported they would purchase the same as last year; and 41 per cent less; 21 per cent reported that they would increase purchases of higher priced items.



Some of the interesting booths at the B. I. F. are shown above: top, Abietsan Mfg. Co., Ltd. and Potter & Moore, Ltd.; below, Mysore Govt. and W. J. Bush & Co.; center, A. Boake, Roberts & Co.

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## GENUINE IMPORTED RUSSIAN MINERAL OIL

GENUINE IMPORTED RUSSIAN MINERAL OIL is still preferred by most consumers. Russian Oil was the first produced and the refiners have more than kept pace with improvements in refining and production. Principal grades are:

335-45 Vis.—.885-890 s.g.

175-85 Vis.—.875-880 s.g.


80-90 Vis.—.860-865 s.g.

ALL FAR EXCEED U.S.P. XI REQUIREMENTS. Intermediate grades are offered. Prices are competitive. Let us have your enquiries. Large stocks carried and shipments made to any port in the U. S. A. Our Principal's refinery is in BELGIUM and shipments are made direct.

A complete line of Cosmetic Raw Materials

REPRESENTATIVES AT: 80 Boylston St., Boston • 223 Spring St., S. W. Atlanta • 315 W. Huron St., Chicago • 2260 E. 15th St., Los Angeles • 372 Bay St., Toronto • 4910 W. Pine Blvd., St. Louis • WAREHOUSE STOCKS

*It's a long time between drinks...*



... and also between seasons.

Experienced manufacturers of creams and lotions, anticipating the need for summer items, are developing deodorant creams now.

**Tegacid** is the emulsifier in the modern greaseless anti-perspirant and deodorant creams. Try it and you'll adopt it!

**Th. Goldschmidt**  
CORPORATION  
153 WAVERLY PLACE • NEW YORK



### Elizabeth Arden Preview Of Spring Fashions

A preview of spring styles in hair, hats, gowns and make-up was presented by Elizabeth Arden at her annual Easter Party held at the New York salon. Simple precedures for getting "figures and faces" reconditioned for spring fashions after the severe winter were demonstrated. Cosmetic colors again inspired many of the costumes and accessories shown, and notably, three new hair rinses: cyclamen, eye shado-blue, and evening gold. New Easter gift packages created by Miss Arden were also on display.

### Revlon Presents New Shade at Gypsy Party

Tringar, the new spring shade of the Revlon Nail Enamel Corp., New York, N. Y., was introduced at a gay, gypsy cocktail party March 28 at the Hotel Pierre. The new rose-red shade, offered in three graduated tones to synchronize with picturesque clothing, was represented by three beautifully costumed young ladies introduced by Ted Sweetser of *Esquire*, who was master of ceremonies. The climax of the party was a burlesque of a famous burlesque queen billed as the "Spirit of Gypsy Rose Lee."

### Sales Below Cost Forbidden in Utah

Sales below cost are forbidden under the new Utah Unfair Trade Act.

### Max Factor, Jr., Seeks British Beauty by Competition

Max Factor, Jr., is planning a novel form of publicity campaign in Great Britain, especially designed to interest young women in the provinces. Competitions are to be held in every important town, commencing with Bristol, to discover the most beautiful girl. In a final competition between girls representing all the large provincial towns in the country, a prize of £50 will be awarded to the winner.

### Fair Trade Survey Launched By Druggists Research Bureau

A questionnaire form asking for a comparison in prices before fair trade and after on about 60 nationally advertised products in the cosmetic, toilet goods and proprietary goods fields, has been mailed to about 60,000 retail druggists by the Druggists Research Bureau, according to E. L. Newcomb, secretary of the bu-

reau, with the approval of the American Assn. of Colleges of Pharmacy, National Assn. of Retail Druggists, Federal Wholesale Druggists' Assn., National Assn. of Chain Drug Stores, and National Wholesale Druggists' Assn. The purpose of the survey is to determine the effect of fair trade laws on manufacturers and consumers.

### Ralph J. Mill Tells Assn. About Michigan Pharmacy Bill

The final indoor meeting of the Allied Drug & Cosmetic Assn. of Michigan was held March 29. A feature was a moving picture of expert golf. Ralph J. Mill, attorney associated with Maison G. de Navarre Associates, spoke on the proposed Michigan state pharmacy law.

### J. R. Watkins Co. Invades British Market—To Sell Direct

The J. R. Watkins Co., Winona, Minn., is developing the British market, introducing a new factor into marketing technique there in the way of controlled direct selling on a large scale. A factory with a manufacturing area of 20,000 sq. ft. is being equipped in Birmingham.

### Who Owns the Chain Stores Told in Survey

People representing all walks of life own 64 per cent of the common and 65 per cent of the preferred stock of the 138 representative chain store companies, according to the Institute of Distribution. Bankers, in-

surance companies, brokers, etc., own only 14 per cent of the common stock and 10 per cent of the preferred.

More than 80 per cent of the net profits of the 138 chain store companies go to their 360,948 stockholders in all parts of the country. The companies surveyed have 19,085 local store bank accounts throughout the country.

### Excise Tax of \$1 Per Lb. on Menthol Proposed

An excise tax of \$1 per pound on menthol is proposed in H. R. 3536 amending the Revenue Act of 1932 introduced in Congress.

### More Permanent Perfuming of Textiles Reported

Success in more permanently perfuming yarn and piece goods is reported by the Pepperell Braiding Co., East Pepperell, Mass. Hitherto textiles which have been perfumed to create a more intriguing sales appeal have not held the odor imparted for a sufficient length of time. Details of the fixative used and the process have not been divulged.

### New Plastic Material Made From Coffee

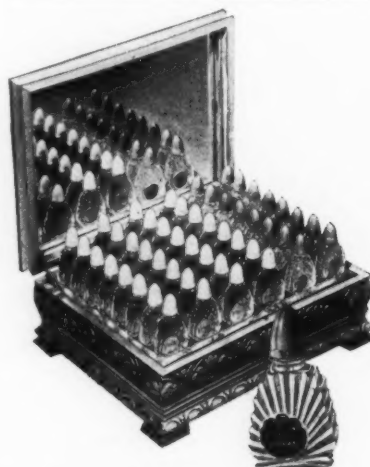
A new way to dispose of the immense surplus crop of Brazil coffee has come in the development of a new plastic material by the H. S. Polin Laboratories, New York, N. Y. A pilot plant will be set up for test production and then shipped to South America. Unroasted coffee beans are used. It is anticipated that valuable by-products will be recovered in making the coffee plastics.

### New York City Bill For Health Bureau Proposed

A new bill, No. 534, has been introduced in the municipal council of New York City to amend Chapter 22 of the municipal code by creating a consumer's bureau in the health department to control the manufacture and sale of foods, drugs, and cosmetics. The bill does not attempt to conform with federal food, drug and cosmetic regulations.

### "Beauty Week" at the San Francisco Fair

The week of July 15-19 has been designated in San Francisco as "Beauty Week" and a grand ball will be held on the Exposition ground on July 19, "Beauty Day." A beauty show is also being sponsored by the San Francisco Coiffure guild to be held in the San Francisco Civic Forum Auditorium, July 16-18.



An interesting display idea is used by Benjamin Ansehl Co., St. Louis, Mo., in the presentation of its Vivani perfumes. The bottles, sold individually, are packed in a handsome carved wood vanity box which may be sold when empty at a suggested price of \$2.50 or awarded to a purchaser. The striking "sunburst" bottle was designed and manufactured by Carr-Lowrey Glass Co.



Increase Spring and  
Summer Profits with

## KELTON LIPSTICKS



Warm weather sharpens consumer criticism of lipsticks, makes them tougher to sell. Yet KELTON'S private brand lipsticks show *increased* repeat-sales—they have more luster, last longer, sell faster.

Our improved manufacturing methods produce all types—in any texture desired and in over 100 different shades.

We conform, at all times, to the existing legal regulations, turning out finer lipsticks at purse-popular prices . . . whether your formula or our own is used.

Get your share of increased spring and summer lipstick profits. Write today for samples.

Other KELTON profitmakers (also insured against product liability) include: rouge, eye shadow, mascara, powder, cream rouge.

## Kelton Cosmetic Co.

43 WEST 27TH STREET • NEW YORK, N. Y.

Makers of Private Brands Exclusively  
Our Only Trademark is the Quality of Our Service.

AW! G'WAN . . . TRY TO  
SELL SOMEONE ELSE . . .  
I'DONE QUIT SHOPPING  
AROUND FOR RAW MAT-  
ERIALS . . . 'CAUSE I'VE  
FOUND A HOUSE THAT  
ALWAYS DELIVERS THE  
BEST OF WHATEVER I  
NEED AT PRICES THAT  
DON'T MAKE ME FOLD UP  
. . . . . AND I'LL  
SHOUT THE NAME!!

ITS DRURY  
IN CHICAGO



# HYDROCOL

This product is one of the  
most satisfactory emulsifiers  
on the market.

It is extremely simple to han-  
dle and will give a cream  
with a pH number below 7.

If this product is of any inter-  
est to you we will be glad to  
submit an adequate sample  
and formula for its use.

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Importers • Exporters • Manufacturers

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350 N. Clark St.,

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CHICAGO

"An Unimpaired Record  
Since 1878"



### "Buy America" Perfumes Corporation Formed

Johnstone, Inc., a corporation made up of 75 people in the Philadelphia area who are interested in showing that fine perfumes can be made in America, has been formed. The business is to be headed by Fitzhugh R. Johnstone, perfumer and former president of Perfumes, Inc., Philadelphia, Pa. Offices, laboratory and plant are to be located in Philadelphia with display rooms in New York, Chicago and San Francisco. The capital is \$1,000,000 made up of 10,000 shares of no par value stock.

### Grocers Fight Drug Trade On Sale of Proprieties

Strong opposition to the alleged efforts of the drug trade to promote legislation which would keep grocers from selling harmless proprietary preparations was expressed at the National-American Wholesale Grocers Assn. at its recent convention in Chicago. The association also protested against proposed state legislation which would compel registration of trade marks and labels on the grounds that state control would destroy the good will in valid trade marks and names upon which money has been invested.

### OBITUARY

#### Clarence O. Hampton

Clarence O. Hampton, secretary-treasurer and production manager of Tyson & Co., Inc., manufacturing chemists, of Paris, Tenn., died suddenly March 15 at the age of 36 after a siege of pneumonia.

Mr. Hampton came from the farm and at the age of 18 was employed as office boy by Tyson & Co. where he worked himself up to the position of secretary-treasurer. He was prominent in the church, civic and political affairs of his community as well.

His father, widow and two children survive.

### TRADE JOTTINGS

Parfums Schiaparelli presents Shocking perfume in an egg sheathed in white satin decorated with harlequins. The perfume flacon rests on Shocking pink satin in the egg.

Kathleen Mary Quinlan offers colognes and bath powders in specially dressed packages for Easter and other spring gift occasions.

Dorothy Gray now offers a new powder base for dry and normal skins, called "Elation Film," which looks like

pink marshmallow whip. Also new at this organization are three make-up colors: Plum Pastel, a light blue-red, and Sierra Gold, a golden red, and Royalty Red, a deep blue-red.

Apple Blossom cologne is the new spring addition to the Helena Rubinstein Flower Shop Bouquet series. The elusive orchid is used in a new perfume brought out by this firm in time for Easter gifts.

For sun-tanned faces particularly, Woodbury add a new "Burgundy" lipstick to the lip color kaleidoscope.

"Primeur '39", the new pastel spring make-up from Antoine de Paris, Inc., New York, N. Y., is effectively presented in a pink and silver brochure containing three little palettes of the rouge, lipstick and eye-shadow.

Another floor has been added to the headquarters of Jean Vivaudou Co., 15 West 20 St., New York, N. Y., to take care of the increase of business since the beginning of the year. A number of new Orloff items are being placed in production.

Hibiscus, a new make-up shade in red that goes with anything, is offered by Charles-of-the-Ritz, New York, N. Y. The shade is offered in lipstick and cream and compact rouge.

In conjunction with the Tulip-Time promotion at Lord & Taylor, New York, Prince Matchabelli has introduced a new lipstick shade called Fuchsia-Tulip. It has a blue undertone and is designed to be worn with blue, pink, chartreuse and fuchsia.

Retailers of Johnson & Johnson's Baby Products are being offered an extra-profit free deal on the merchandise, together with store display material.

"Cameo Pink" the new Cutex nail polish shade matches Schiaparelli's "Cameo Pink."

Varady Inc., put out a complete new package design February 15, omitting "Vienna."

Ben-Cole Laboratories, 624 S. Pauline St., Chicago, advises that it will manufacture a full line of cosmetics.

A new lipstick has been introduced in America from Europe, called "Don Juan", based on the formula of one of the most popular European lipsticks, "Guitare," made by Laboratories Valdor, Paris, Fr. Josef Havlik, head of this company and the Valdor Labs., Ltd., of London, Eng., came to America to

supervise the introduction. Wholesale distribution in the United States will be handled by E. Fougere & Co., New York, N. Y., and in Canada by Ralph W. Barton & Co., Ltd., Toronto. Manufacturing will be handled by a newly formed corporation, Valdor, Inc., with offices at 205 W. 19 St., New York, N. Y.

The Weco Products Co. has announced a special deal, consisting of a 35c. Dr. West's Tooth Brush in carton, and a 25c. tube of Dr. West's Tooth Paste to sell at a special price of 39c., to April 30.

The Pepsodent Co. reported that under Fair Trade, "Consumers have saved a half-million dollars on Pepsodent products alone, while, at the same time, the druggist received a better margin for his services. This resulted from retail decreases and adjustment all along the line."

The name of Guy T. Gibson, Inc., has been changed to Parfums Giro, Inc. Offices will be continued at 565 Fifth Ave., New York, N. Y.

A buyer's fair for paper box equipment and supply manufacturers and dealers, sponsored by the National Paper Box Manufacturers Association, will be held in connection with the annual convention of the association at the Hotel Astor, New York, N. Y., June 11 to 14. Harry E. Roden is manager of the fair.

Robert Benesch, F. Blumenfeld and Sam W. Salzman have organized the Bel-More Co. at 32 Union Square, New York, N. Y., to manufacture perfume, novelties and eau de colognes. All came from Vienna, Austria, where they had years of experience in the perfumery line.

Harriet Hubbard Ayer now offers a complete family of preparations perfumed with pink clover.

An instructive display of paper to emphasize the great variety of uses for fancy paper by means of actual articles covered with it was conducted in a leading store in Boston recently by the Thomas N. Fairbanks Co., New York, N. Y. It proved to be of practical value to persons interested in packaging fine box work and window displays.

Schnefel Bros., Newark, N. J., introduces three new colors in LaCross creme nail polishes for late spring and summer: Camellia, a pink tone for "little girl" clothes; Minuet, a pale violet for prints and ensembles; and Royalty, a rich fuchsia for sun tanned hands.

# TAKE YOUR PLACE <sup>IN</sup> THE SUN **PUSH SUNTANOL**

In only a short time, *Suntanol* has swept to favor with leading package houses everywhere. Must be *Suntanol* has "got something." Yes, it has. *Suntanol* has got one of the most effective sun screens ever developed. Tanning rays pass through. Burning rays are excluded.

*Suntanol* is a scientific blend of soothing oils and aromatic chemicals. Cools as it tans. Will not wash off in fresh or salt water, though it is easily removed with soap and water. Leaves no permanent stains on bathing suits.

From every angle, *Suntanol* has the qualities which can be merchandised for profits. So swing into line. Take your place in the selling sun—push *Suntanol*!

**S**HERWOOD PETROLEUM COMPANY, INC.  
★ Main Office: Englewood, N. J.  
★ BRANCHES THROUGHOUT THE NATION.



Now Available—

## CEREUS

A faithful reproduction of the exquisite fragrance of Night-blooming Cereus, Queen of American desert flowers.

A trial ounce is \$2.50

### GUY M. VERLEY & CO.

2704 PRATT BLVD.

CHICAGO, ILL.

ESSENTIAL OILS **DREYER** AROMATIC CHEMICALS

## P.R.DREYER INC.

119 WEST 19<sup>TH</sup> STREET  
NEW YORK, N.Y.

### PERFUMES FOR SHAVING CREAM

LAVENDER #3082	\$3.75
MODERN BOUQUET #9024	5.00
BAY #5055	1.50
FOUGERE #2095B	6.50
FLORAL BOUQUET #5215	4.00

Complete selection of popular odors in stock.  
Special types created for individual need.

"PERFUMES FOR ALL PURPOSES"

FLOWER OILS • PERFUME SPECIALTIES

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MANUFACTURING AND  
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PERSONAL INSTRUCTION  
GIVEN TO BUSY EXECUTIVES IN  
THE MANUFACTURING PROCESSES  
OF THE PRINCIPAL PRODUCTS  
IN THE TOILET GOODS INDUSTRY

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## NEW YORK MARKET

THE essential oil and aromatic chemical markets developed considerable price activity over the past month. Leading was the higher prices on brown camphor oil derivatives. Indications are that camphor sassafrassy oil will be unobtainable here within a very short time since there is no more raw material available for export in Japan from which it is made. There are no shipment offers of artificial sassafras for several months to come, though it is hoped that some of the larger buyers here are fairly well covered on their requirements and have sufficient to carry them over the coming quarter.

### Ethyl Alcohol Down

Tankcar and carlot prices on pure ethyl alcohol and all of the heavy tonnage formulas were reduced. The decline which had been brought about by competitive conditions may possibly result in a readjustment of quotations covering smaller quantities should the competition continue in the market. The break came a week following the announcement to the effect that first quarter prices had been extended to cover business up to the end of June.

### Aromatic Chemicals May Rise

Uncertainty regarding the political situations in various areas of the world is regarded as a major factor in the market. A number of essential oils are in a very sensitive position, and the cost of importing a number of aromatic chemicals is likely to be increased. The establishment of higher shipping prices is being considered by German exporters. Some quarters associated these developments with the fact that the United States on April 22 will collect a 25 per cent ad valorem duty on all dutiable merchandise reaching

this country from Germany. Possible retaliation by Germany was seen upon word that German exporters might advance prices.

Aromatic chemical manufacturers enjoyed a fair volume of business.

### Vanilla Beans Advance

All grades of vanilla beans have been steadily advancing. They are very close to \$6 a pound, and with the heavy consuming season nearby, importers feel confident that the market will reach this level in not a great while. Stocks are in strong hands and are hardly sufficient to take care of world requirements between now and the time when new crops will be available.

Another interesting development was a report reaching here concerning a destructive cyclone in the Island of Reunion. The storm hit the Island on or about March 17, but suppliers here were without any detailed information concerning the incident. While some dealers were inclined to discount the report, articles which are shipped from that area including Bourbon geranium oil turned firmer.

Outstanding in the spice oil group was a downward trend in coriander.

Miscellaneous oils were meeting with a moderate request throughout the period. Although fair size quantities of Java citronella were offered on spot and for shipment, the market generally displayed a firmer tone in line with higher cables on Ceylon oil.

### Citrus Oils in Demand

Citrus oils of domestic origin were in fair demand. Suppliers of lemon have a good volume of business on their books for forward delivery; thus any developments abroad would have little effect in this market at the moment. A different picture may develop later should prices on Italian

oil continue to decline. Domestic orange oil turned decidedly firmer toward the close of last month. Independent producers marked up the price of expressed oil 10 cents a pound while prices on exchange oil were moved up from 75 cents to 90 cents a pound. This was the first advance in this oil in a long while. Quotations on California oil are still low, however, and should go a long way in encouraging a greater consumption over the coming season.

## GRASSE MARKET QUIET

TENSION due to the international political situation is held largely responsible for the quietness of the



A view familiar to visitors to Grasse

market. With the end of the Spanish civil war it is felt that relations with that country will become satisfactory and lead to the reopening of the Spanish market.

Lavender is inactive, quotations being made at 180 frs.; lavandin ranges between 60 and 70 frs. With no surplus stocks, jasmin is steady. Neroli and rose are offered at varying low prices and geranium is held at 175 frs. A more detailed report on the entire situation from our regular Grasse correspondent will appear in an early issue.



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# PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.00@	\$2.35
S. P. A.	2.10@	2.45
Sweet True	.58@	.70
Apricot Kernel	.30@	.35
Amber rectified	.48@	.55
Amyris balsamifera	3.00@	3.25
Angelica root	42.00@	65.00
Anise, U. S. P.	.70@	.78
Aspic (spike) Span.	1.45@	1.50
French	1.55@	
Bay	1.15@	1.30
Bergamot	3.80@	4.00
Birch, sweet	1.55@	2.65
Birchtar, crude	.18@	.22
Birchtar, rectified	.70@	.85
Bois de Rose	1.55@	2.00
Cade, U. S. P.	.41@	.45
Cajeput	.44@	.55
Calamus	4.25@	6.00
Camphor "white"	.30@	.35
Cananga, Java native	1.30@	1.50
rectified	1.65@	2.00
Caraway	1.80@	1.95
Cardamon, Ceylon	13.50@	25.50
Cassia rectified, U. S. P.	1.00@	1.20
Cedar leaf	.55@	.65
Cedar wood	.17@	.20
Celery	7.75@	10.00
Chamomile (oz.)	5.50@	8.00
Cinnamon	8.00@	16.25
Citronella, Ceylon	.34@	.40
Java	.30@	.35
Cloves, Zanzibar	1.00@	1.07
Copaiba	.55@	.60
Coriander	12.80@	15.00
Croton	1.35@	1.45
Cubebs	2.50@	2.75
Cumin	6.75@	8.50
Dillseed	2.75@	3.75
Erigeron	2.40@	3.00
Eucalyptus	.37@	.45
Fennel, Sweet	1.20@	1.50
Geranium, Rose, Algerian	2.65@	3.00
Bourbon	2.55@	3.00
Turkish	2.05@	2.60
Ginger	5.00@	5.50
Guaiac (Wood)	2.25@	2.90
Hemlock	.90@	1.10
Juniper Berries	1.20@	1.75
Juniper Wood	.50@	.60
Laurel	6.50@	8.00
Lavender, French	2.35@	4.75
Lemon, Italian	2.80@	3.35
Calif.	2.50@	
Lemongrass	.35@	.50
Limes, distilled	3.10@	3.50
expressed	6.75@	8.00
Linaloe	1.20@	1.30
Lovage	60.00@	70.00
Marjoram	5.25@	8.00
Neroli, Bigarde, P.	115.00@	130.00
Petale, extra	140.00@	155.00
Olibanum	5.00@	5.25
Opopanax	10.00@	12.00
Orange, bitter	1.85@	2.35
sweet, W. Indian	1.75@	2.25
Italian	2.40@	3.25
Spanish	2.60@	3.10
Calif. exp.	.75@	.90
Orris root, con. (oz.)	5.00@	5.50
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Pennyroyal Amer.	1.75@	2.25
French	1.80@	2.50
Peppermint, natural	2.25@	2.35
redistilled	2.45@	2.65

Petitgrain	.90@	1.10
Pimento	2.25@	5.00
Pinus Sylvestris	1.95@	2.20
Pumillonis	1.85@	2.05
Rose, Bulgaria (oz.)	5.50@	13.00
Rosemary, French	.58@	.70
Spanish	.65@	.80
Sage	1.58@	1.25
Sage, Clary	25.00@	30.00
Sandalwood, East India	4.85@	5.80
Australia	5.25@	6.00
Sassafras, natural	.95@	1.30
artificial	.35@	.39
Snake root	9.50@	11.00
Spearment	1.75@	2.00
Thyme, red	.80@	1.25
White	.85@	1.35
Valerian	8.00@	10.00
Vetivert, Bourbon	4.75@	7.00
Java	3.00@	7.00
Wintergreen	3.35@	8.00
Wormseed	2.25@	3.00
Ylang Ylang, Manila	18.00@	24.00
Bourbon	2.50@	5.75

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Bergamot	9.00@	14.00
Clove	3.25@	5.00
Coriander	40.00@	
Geranium	8.00@	12.50
Grapefruit	50.00@	64.00
Sesquiterpeneless	85.00@	
Lavender	7.50@	11.50
Lemon	14.50@	21.00
Lime, ex.	44.00@	64.00
Orange, sweet	98.00@	110.00
bitter	90.00@	115.00
Petitgrain	2.50@	3.50
Rosemary	2.50@	4.00
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang Ylang	28.00@	35.00

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.35@	2.00
Alcohol C 8	16.00@	20.00
C 9	25.00@	40.00
C 10	20.00@	28.00
C 11	17.50@	22.00
C 12	8.00@	18.00
Aldehyde C 8	25.00@	30.00
C 9	40.00@	65.00
C 10	38.00@	55.00
C 11	27.00@	40.00
C 12	24.00@	32.00
C 14 (so-called)	13.00@	
C 16 (so-called)	13.00@	
Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicylate	.55@	.75
Amyl Valerate	2.00@	2.40
Anethol	1.10@	1.45
Anisic Aldehyde	2.80@	3.20
Benzophenone	.90@	1.30
Benzyl Acetate	.50@	1.05
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.97@	1.80
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	4.75@	7.00
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	11.00@	13.00
Benzylidenacetone	2.00@	3.50
Borneol	1.75@	2.00

Bornyl Acetate	1.25@	4.50
Bromstyrol	3.75@	4.25
Butyl Acetate	.35@	.50
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	2.70@	3.35
Cinnamic Aldehyde	.85@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	1.75@	2.80
Citronellal	.85@	1.65
Citronellol	1.60@	2.10
Citronellyl Acetate	3.50@	5.00
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.25@	3.80
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	5.30@	5.50
Eucalyptol	.57@	.65
Eugenol	1.75@	2.25
Geraniol, dom.	1.15@	2.85
Geranyl Acetate	1.50@	2.35
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	3.50@	6.00
Heliotropin, dom.	2.00@	2.80
foreign	2.35@	2.50
Hydratopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.00
Indol, C. P. (oz.)	1.90@	4.25
Iso-borneol	2.30@	
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	2.70@	3.10
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	3.25@	3.60
Iso-safrol	2.00@	
Linalool	2.35@	4.75
Linalyl Acetate 90%	2.25@	3.50
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	2.97 1/2@	3.15
Synthetic	2.25@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.25@	3.25
Methyl Benzoate	.75@	1.75
Methyl Cinnamate	2.00@	3.10
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptene Carbonate	25.00@	28.00
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	3.00@	5.25
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.35@	.40
Musk Ambrette	3.25@	3.65
Ketone	3.40@	3.80
Xylene	1.00@	1.25
Neralin (ethyl ester)	1.55@	1.80
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	3.60@	5.25
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-acetate	5.00@	8.50
Phenylacetaldehyde 50%	2.10@	4.00
100%	4.00@	7.25
Phenylacetic Acid	2.00@	3.75
Phenylethyl Acetate	2.95@	5.60
Phenylethyl Alcohol	2.30@	3.10

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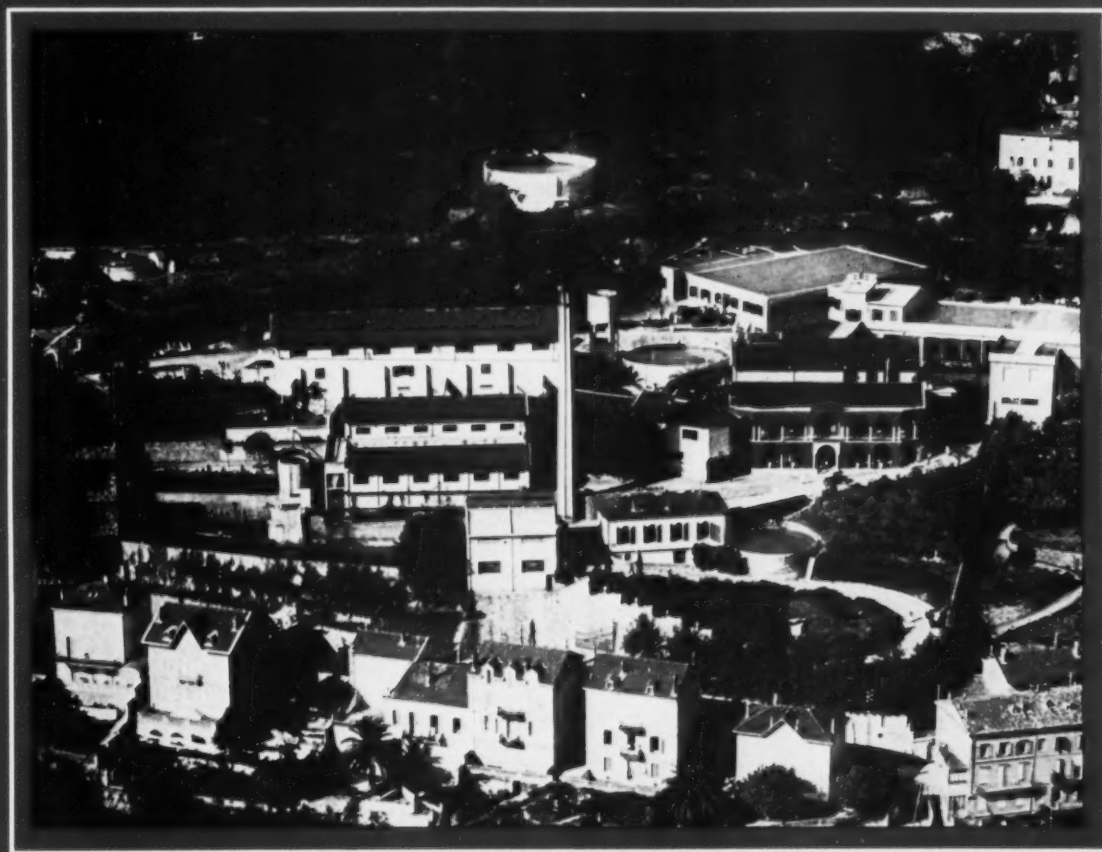
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